

WOMEN IN BUSINESS

LOCAL WOMEN – REAL SUCCESS

When you look good, you feel good — and maybe even sleep a little better

By ELAINE HESSER

THIS IS a land of storybook cottages where dogs romp on sugar-white sand, fine wine flows like water in tasting rooms, and sleep creeps up like the fog on guests in cozy inns. It shouldn't be a surprise, then, that it's also a place where people care about quality sheets and someone might choose to lounge around in something a bit nicer than torn sweatpants and a Grateful Dead T-shirt from 1967.

Even if you don't use the good china or dress for dinner at home anymore, it's worth considering where and how you prepare for long nights filled with sweet dreams.

Dee Borsella of Ruffle Me to Sleep (Dolores between Fifth and Sixth Avenues in Carmel) has built her business around designing and making what she calls, "whimsical loungewear." And when you're appropriately garbed for bed, Alexis Smith at Shoshin (San Carlos near Sixth) can help make sure your room is restful, practical and beautiful.

"I've been sewing my whole life," Borsella said. "My mother was a costumer and dressmaker to the stars. I learned to sew while sitting in her lap," she said. For a while, she followed in her mom's footsteps, working for



PHOTO/KELLI UDALL, CARMEL MAGAZINE

*'I want to reflect
old Carmel'*

SLEEP *cont. page 10W*

At Ruffle Me to Sleep, owner and seamstress Dee Borsella designs and makes beautiful nightwear with quality fabrics. There's a variety of colors and styles — and she does custom work, too.

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W O M E N I N B U S I N E S S

Everybody said it was a bad idea. She did it anyway.

By DENNIS TAYLOR

CAROL WILLIAMS was just 28 in July 1980, when she knocked on the front door of the Carmel residence of Brett Weston, one of the best known fine art photographers in the world.

His first words to her couldn't be more memorable: "So, you're the young girl everyone says is going to lose her shirt opening a photography gallery," said the 69-year-old icon. "I'll help you."

Conventional wisdom at the time was that opening a gallery dedicated entirely to fine art photography in a small town like Carmel-by-the-Sea was mostly a sucker's bet — not a viable business. But Williams, a burgeoning photographer herself, lacked the life experience to be cynical.

Like-minded backers

She also had an enthusiastic rooting section that included Monterey Peninsula College photography instructors Claudette Bargeen Dilbert, who set up that meeting with Weston, and Ron James, "who was like a lesser-known Wynn Bullock," Williams said, referencing one of the 20th century's photography greats from the Monterey Peninsula. There were also multiple photographers in her own peer group who craved a place to show their art.

After Weston, the son of the legendary Edward Weston, signed on, Williams went looking for another miracle.

"In those days, California law said a woman could not get a small-business loan unless her husband or father co-signed. I didn't know that. I just walked into the bank and asked for one," she said. "And I don't know if it's true, but I've been told that I probably was the first single woman in America to get a startup loan without a



co-signer."

In October 1980 — four months after meeting Weston and a month after her 29th birthday — Williams launched Photography West in its 450-square-foot location on Dolores Street a block south of Ocean Avenue.

Weston, Ansel and 500 more

Weston, the original pioneer of sophisticated abstract photography, exhibited the final three portfolios of his long career at the grand opening. Five hundred people showed up, including Weston's friend and playful rival, Ansel Adams, the all-time legend of resplendent landscape



Carol Williams (above left) founded Photography West in Carmel 44 years ago on Dolores Street, where it's still in business. Her daughter, Julia Brett Christopher (right), has run the business for the past 13 years and recently took over as CEO. (Top left) A young Carol Williams with photographer Brett Weston.

GALLERY *cont. page 12W*



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W O M E N I N B U S I N E S S

Joleen Green and her own personal concession stand

By SALLY BAHO

JOLEEN GREEN owns and runs Lucy’s on Lighthouse in Pacific Grove. Nestled among the trees near the west end of Lighthouse Avenue, it is her personal concession stand. Lucy’s pays homage to “the spirit and culture of Nor Cal surf and skate,” according to its website. Dozens of surfboards adorn the property, and skateboards line the walls of the restaurant.

Green was born and raised in Pacific Grove — in fact, she lives in the house her grandparents bought in the 1940s. She was married at 20. “All I ever wanted was to be a wife and a mom,” she said, and she soon had a son and a daughter, now 22 and 20.

While pregnant, Green took a job as a cocktail waitress at the elegant Old Bath House on Lovers Point, where the Beach House at Lovers Point is today. The general manager, Dorothy Maras, took a chance on her, she said. “I had no restaurant experience and was pregnant, but she hired me.” After having her babies, Green owned a cleaning business for 18 years, but “Covid killed it,” she explained. Around the same time, her husband died.

Green’s neighbor, a caterer, hired her as an assistant. One day, Green suggested the two of them open a hot dog restaurant — she had been running P.G. baseball concession stands for years while her son played the game — and the idea took off.

“I wanted to make hot dogs creative and fun. Hot dogs are original ... people love hot dogs!” she said.

Fire and plague

Lucy’s opened on July 17, 2020 — at the height of the pandemic. “When we started, we were outdoor-only.” Not only that, but the River, Dolan and Carmel fires

started within three days of each other in mid-August, “so it was raining ash on everyone,” she remembered. But Green was committed, and people showed up to support her. In January 2023, she bought out her partner and took full ownership of Lucy’s.

Surfboard exchange

The restaurant’s décor is eclectic and themed for skaters, surfers and roller-derby lovers. Reupholstered church pews line three walls. The “collage wall” in the entry showcases her family, friends and kids. The stickers that decorate the chairs are from her collection over the past 25 years.

“People donated surfboards in exchange for a free lunch,” she said, and you’ll see them in the “surfboard graveyard.”

“All the hot dishes are named after surf spots in town,” like Asilomar, Molera, and Freights. The sides take their monikers from skateboard and roller-derby terms, like ollie and blocker.

The crispy Brussels sprouts dish is named after her late husband — “Dick Verde,” for Richard Green. Joleen Green proudly serves Marianne’s ice cream — “the best,” she insisted — and supports local breweries. Her mermaid mimosa is raspberry sorbet with sparkling wine, a bright spot even on a foggy P.G. summer day.

“I hire a lot of local high school students for the front of the house and as dishwashers,” she said. It’s a first job for a lot of them, “and while they’re shy at first, you really see their personalities coming out.”

“I just want people to feel at home



Despite a tough beginning, Joleen Green finds a lot to celebrate at her hot dog joint, Lucy’s on Lighthouse.

HOT DOGS *cont. page 26W*



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Q&A with Roseanne Pierre: Mixing Global Flair with Savvy Staging

What's Roseanne's secret to standout staging?

Roseanne Pierre combines strategic planning with a touch of flair to help her clients get the best return on their real estate investments and sell faster. She brings a chic California vibe to her designs, spiced up with international influences.

Where does Roseanne get her design inspiration?

Roseanne's style is a blend of her global adventures! She's explored the interiors and architecture of Africa, Asia, South America, Australia, and Europe, adding a unique twist to her staging and design work.

What's Roseanne's professional background?

Roseanne has a solid background in finance from her time at Charles Schwab & Co., giving her an edge in understanding the dollars and cents behind property staging. She has earned a BA in Political Science and Psychology and an MA in Liberal Arts.

How does Roseanne support her local community?

Roseanne is all about supporting local arts and education! She has served on the boards and chaired events for the Pacific Repertory Theatre, Monterey Museum of Art, and Santa Catalina School.

What does Roseanne love to do for fun?

Roseanne enjoys spending time with her family, traveling the world, playing tennis, fly fishing, and hitting the slopes for some exciting skiing adventures.

For more on Roseanne and her work, check out studiopierre.net

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Hospitality is a big business that also requires big hearts

By ELAINE HESSER

THERE ARE more than 11,800 guest rooms spread throughout 220 hotels, motels and inns on the Peninsula — at least, that’s what seemonterey.com says. It adds that nearly 300 special events take place here annually. Add in destination weddings and the various businesses and organizations that hold conventions here, and that’s a lot of tourists. In fact, Monterey County’s economic development department estimates there are 3 million per year.

In light of those numbers, many local hotels have at least one person — or a team — in charge of marketing and sales. At the Hyatt Regency Monterey, those efforts are led by Heidi Bettencourt, and at the Carmel Mission Inn, it’s Anita Cowen. Both are veterans of the hospitality industry with decades of experience.

Although the two properties seem very different, they require the same values and skills. The women said it was about meeting guests’ expectations, having a big heart, deriving satisfaction from taking care of others and finding creative solutions to problems and challenges. Add heavy doses of listening skills and tact, along with a willingness to be at work when everyone else has gone home or gets a day off, and you have a career in a field that the county says employs upward of 20,000 workers locally.

Starting with bingo

Cowen said that the Carmel Mission Inn has 165 rooms, a surprising capacity that’s not immediately evident when you’re driving past it on Rio Road. She’s been there since 2019 and said her 44 years in the business have been, “all my mom’s fault.” Her mother was a tour operator in Wilmington, Del., selling and coordinating “motor coach tours” — a term preferred over “bus tours,” Cowen explained — along with other types of travel, and she joined her a year after college.

Even before that, though, at 16, she took a job as a waitress in Pennsylvania’s Pocono Mountains at a family resort on the largest man-made lake in the state. “I lasted three weeks. I got fired from my first job in the business,” she said with a laugh. Ordered rather urgently to make coffee in an industrial-sized pot, and having no experience or instruction, she neglected to use a filter, creating quite



Anita Cowen (left) of the Carmel Mission Inn and Heidi Bettencourt of the Hyatt Regency Monterey are in charge of marketing and sales for their respective hotels.



a mess. Fortunately, she was soon rehired onto the social staff, where she was a lifeguard — “I saved a baby,” she recalled — and organized evening games of bingo and charades.

She worked in Washington D.C. and was there on

9/11, but she said that nothing prepared her for the Covid pandemic. “We rebooked some weddings three times,” she said, and although it stayed open to house

GUESTS *cont. page 18W*



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Alex Armanasco, a Sotheby’s International Realty agent, is a skilled professional with insightful local knowledge and extensive expertise in Monterey Peninsula luxury real estate.

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W O M E N I N B U S I N E S S

Gleaning pearls of wisdom from local jewelers

By LISA CRAWFORD WATSON

A FEW years ago, a child accompanied her mother into the locker room at a local fitness club where she noticed a woman getting dressed. Mesmerized by her stacked bracelets and multiple piercings, the child said, “She’s so fancy!” To which the woman replied, “That’s the goal.”

Historically, jewelry has been associated with wealth, social status, religion and political power. Supposedly,

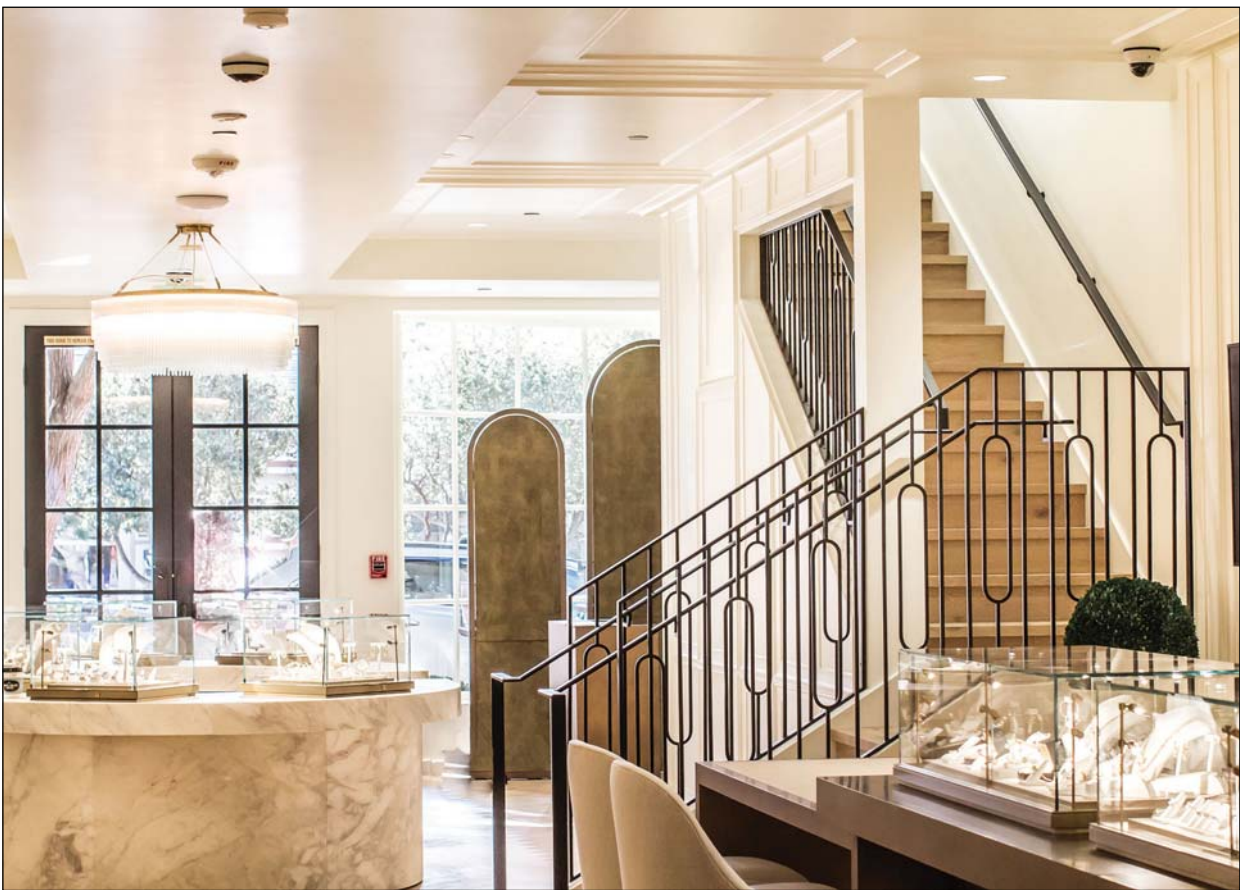
after the Victorian era, women’s jewelry also suggested sensuality, femininity and, increasingly, financial freedom. Today, women wear jewelry for many different reasons and occasions, typically as a form of self-expression or for sentimental value. They’ve also built a presence on the other side of the counter. This area is studded with women in the business — managing, selling, designing

and appraising precious, wearable works of art.

Decades in the business

“I think women express themselves through jewelry and the significance of the piece,” said Sandy Bonifas,

GEMS *cont. page 20W*



Sandy Bonifas of Fourtané jewelers has been helping Carmelites and visitors find their sparkle since 1987. The newer location on Ocean Avenue, she said, was designed “like a French apartment.”

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W O M E N I N B U S I N E S S

SLEEP from page 1W

several years as a stylist for movies and TV in San Francisco. When she decided to retire, she didn't put the sewing machine away, however. She made a bed jacket for a friend, and then another, until she began selling them. As with many locals who thought they were headed for lives of leisure, her creative side led her into a business she's had since 2014.

With few exceptions, every item in Ruffle Me to Sleep is made by Borsella with help from one other seamstress. You can find colorful print pajamas, slinky vintage-style nightgowns and cute little "smartie pants" — sleep shorts meant to be paired with a matching top or, OK, that presumably sentimental concert T-shirt.

She explained, "I want to reflect old Carmel," where art and craftsmanship have been a way of life. She buys fabrics you'd find in high-end clothing shops — Italian silk for the fancy stuff, cotton flannel for men's holiday pajamas, and 100 percent organic cotton for other items. "I like flowery prints," she said, and she's unafraid to mix and match them to produce pajama sets that are cheerful without being so loud you can't hear yourself think.

All of the fabrics are washable — although she recommends hand-washing silk items and hanging them to dry. She prewashes all the material so it won't shrink, and the garments come with a lifetime guarantee. "I recently did a repair on an 8-year-old pair of pajamas," she noted.

Sentimental touch

Borsella also makes custom nightwear, like matching mother/daughter or grandmother/granddaughter outfits. She said she's often incorporated a piece of lace or fabric from a bride's wedding gown or from their mother's gown into elegant nightwear for the honeymoon.



Visitors to Ruffle Me to Sleep on Dolores Street can choose from a selection of handmade loungewear, like this cotton kimono (left) or cute little shorts (right) to pair with lightweight tops for warmer evenings.

RESTFUL cont. page 12W



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DEBBY BECK



A Leader in Real Estate and the Monterey Community

Debby Beck is more than just a real estate broker; she is a pillar of the Monterey Peninsula community. With a career that began in 2006, and approaching half a billion in real estate sales, Debby has continually distinguished herself as a top-performing professional in a competitive industry. Her relentless dedication to her craft has earned her numerous accolades, including the prestigious title of No.1 Individual Producer. Yet, what truly sets Debby apart is her unwavering commitment to providing exceptional service, guided by principles of integrity, loyalty, and honesty.



Expertise in Monterey Peninsula Real Estate

As a proud native of the Monterey Peninsula, Debby possesses a deep understanding of the local real estate market. Her intimate knowledge of the area’s neighborhoods, trends, and property values allows her to offer unparalleled advice to clients. Whether assessing comparable sales or analyzing market patterns, Debby’s insights are trusted by buyers and sellers alike. Her ability to anticipate market shifts, paired with her realistic and reliable guidance, makes her a standout professional in the real estate world.

Her clients not only benefit from her expertise but also appreciate her tireless work ethic. Whether they are first-time homebuyers or seasoned investors, Debby’s personalized approach ensures that their unique needs are met. This dedication has resulted in a loyal client base that continuously seeks her services for all their real estate needs.



Debby’s influence extends far beyond real estate. She is deeply invested in her community and has spent years serving in various leadership roles. Her civic involvement includes serving as a board member of Shelter Outreach, fulfilling two terms on the Monterey County Civil Grand Jury, and chairing the City of Pacific Grove Economic Development Committee. Her contributions to local governance are notable, as she previously contributed as a member of the Planning Commission and currently serves as a member of the City Council.

A Legacy of Community Leadership

Debby’s service is driven by a genuine passion for improving the community she calls home. Her dedication to local charities and community events further reflects her commitment to making a positive impact. This devotion to both her career and her community has made her a respected leader and trusted voice.



Passion-Driven

What sets Debby apart is her passion. It’s not just about closing deals; it’s about building relationships, enriching lives, and uplifting her community. She approaches every transaction with enthusiasm, ensuring her clients are supported every step of the way. In the same vein, her involvement in community service reflects her deep care for the Monterey Peninsula and its future.

For anyone seeking a trusted, knowledgeable, and compassionate real estate partner, Debby Beck exemplifies what it means to be a true professional. Her outstanding record, combined with her dedication to community service, continues to make her an irreplaceable asset to both her clients and the Monterey Peninsula.

W O M E N I N B U S I N E S S

GALLERY from page 2W

photographs.
“Brett loved to say, ‘Ansel, you should have stuck with the piano.’ And Ansel would say, ‘Brett you should have

become a painter.’”
The day after the opening, Adams returned to offer the Williams an unsolicited education on how to frame her photographs: put them behind Plexiglas, not glass; use metal frames, never wood; no cardboard behind a print

— acid from the cardboard will leak through the front of the photo.
The genius of the two world-famous Carmel artists still inspires the philosophy of Photography West 44 years

PHOTOS cont. page 21W

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RESTFUL from page 10W

The garments are not only one-of-a-kind, they’re practical. People who “sleep hot” are often much more comfortable in 100 percent cotton, she said. Although bamboo fabrics are heavily promoted as cooler, Borsella noted many of them are blended with synthetics that hold heat in. She added that the 100 percent organic cotton is often more tolerable for people who have developed skin sensitivities because of chemotherapy.
There are silk pillowcases, too. Who knew that cotton draws moisture out of skin and hair, while silk doesn’t? And the pillowcases go right into the washer.

Getting cozy

But what should the place where you lay your head look like? Named for the Zen principle of “beginner’s mind,” Shoshin, Alexis Smith’s interior design shop, has ideas for nearly every part of the home. For this story, however, she focused on the bedroom. She’s been an interior designer for eight years, and her father was an architect. She earned a master’s degree in public policy and was successful in that field, but after redoing her best friend’s house, word of her skills got out and she found herself back in the world she’d grown up around — making houses beautiful.
So, what are the most important things to remember when setting up the spot where you’ll spend around one-third of your life? First, eliminate distractions. Experts and common sense dictate that it should be quiet, dark and comfortable, a little on the cool side. No televisions or work desks, and please, don’t cuddle with your phone.
The bed should be low enough to sit on comfortably and get into and out of easily, without feeling like you’re Simone Biles nailing a dismount. Choose curtains or blinds that keep out unwanted light.
Next come the sheets. Smith said good options include linen or cotton percale for a crisp feel, or softer, shinier cotton sateen. Percale and sateen refer to the way the fabrics are woven, and Good Housekeeping magazine notes

SHEETS cont. page 14W



Other items by Dee Borsella include silk pillowcases and fun pajamas, like this set shown in a jungle-themed display.



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W O M E N I N B U S I N E S S

SHEETS *from page 12W*

that sateen sheets don’t wrinkle as easily as percale, but “aren’t great for hot sleepers” and may feel a bit heavy to some people.

What about thread count? Although the number indicates how many strands of thread are in a square inch of fabric, higher isn’t always better. Wirecutter (similar to Consumer Reports) explains that many sheets with a higher thread count aren’t any denser than those with a 250- or 300-count — generally considered an optimal

‘People aren’t as inclined to spend so much in the bedroom — they put their money in rooms people see’

number, although they can go as high as 500 — because some manufacturers simply use finer strands of thread.

Smith recommends dressing your bed like your dress yourself around here: in layers, “especially if it’s a shared bed.” She said a bottom sheet, top sheet, then a light blanket or quilt with a heavy duvet or blanket folded up and easily accessible at the foot of the bed is a good combination.



Shoshin, owned by designer Alexis Smith, offers a wide selection of home goods — including many for a beautiful and restful bedroom.

Although a bedroom “can skew a little too feminine” with floral prints, you can offset that by using what Smith called a “suiting print” borrowed from menswear, with pinstripes, checks or herringbones, as an accent. Pillows are up to your personal taste.

While higher quality sheets seem

expensive, Smith said good ones will last 10 years. Still, she commented, “People aren’t as inclined to spend so much in the bedroom — they put their money in rooms people see, instead.” Customers who balk at the higher prices are encouraged to imagine how much they’d spend for two nights in a hotel and use that as a guideline. Smith

suggests having two sets so you don’t have to rush to get the laundry done.

Ideally, the nightstand should be 28 to 30 inches tall with a bedside lamp. Shoshin has some cordless models with rechargeable light bulbs, which allow more

DREAMS *cont. page 28W*

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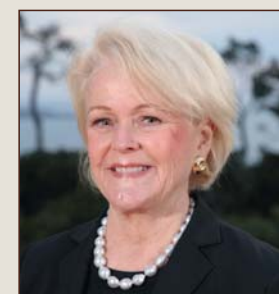
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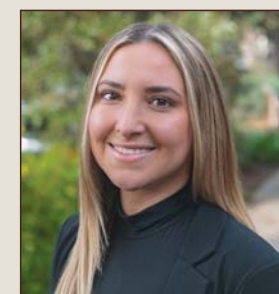
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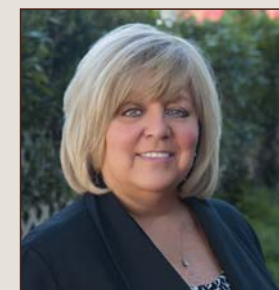
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W O M E N I N B U S I N E S S

GUESTS *from page 6W*

essential workers, “six people were running the hotel for four months.”

Now that that’s over, things are back to normal. For

Cowen, that means, “I’m selling the destination,” competing with other areas around the state. Even though most of her customers come from California — she calls this “a great drive-in destination” — she said her biggest challenge is helping people “understand how much beauty

there is here. It’s all awe-inspiring.”

She’s always striving to exceed guests’ expectations, but is also a careful listener when it comes to groups’ needs. “I never want to bring in a group I know will be disappointed,” she said, preferring to refer them to a facility that will be more suited to their needs.

All kinds of groups

The Hyatt Regency Monterey, off Mark Thomas Drive, was built in the late 1960s and has 560 guest rooms on 22 acres, along with ample conference facilities, three restaurants and, in cooperation with the Pebble Beach

HOTELS *cont. page 24W*



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The Grill at Point Pinos is turning four at the end of this year and has already won multiple awards, including Best Restaurant on a Golf Course. This bustling business is quickly becoming a favorite of locals and visitors alike with freshly squeezed juices, Glaum Egg Ranch organic brown eggs, Verve Coffee Roasters Espresso Bar, and awesome views of the course and ocean. Both businesses are Green Certified! Tamie also sits on the board of Meals on Wheels of the Monterey Peninsula where she was recently honored as Women of the Year.

The Monterey Hyatt’s amenities include an outdoor fire pit and two swimming pools.

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WOMEN IN BUSINESS

Natural creativity, lots of hard work

By ELAINE HESSER

FOR A long time, it was Rancho San Carlos, a large piece of land that was a cattle ranch in the late 1800s, a getaway for wealthy elites in the 1920s. Then it returned to being a working cattle ranch as well as the setting for “Lancer,” a Western-themed TV series that aired from 1968 to 1970. In 1990, it was sold to the Santa Lucia Partnership and became the Santa Lucia Preserve.

Real estate broker Lisa Guthrie — now the managing broker and owner of La Tierra Realty — was part of the group that guided and oversaw the evolution of the 20,000-acre property into a community of 297 homesites on 2,000 acres, with the remaining land protected as a nature preserve.

It was a good fit for Guthrie. Raised in Carmel Valley, she had helped out in her father’s business, running Hidden Valley Inn and Acacia Lodge for 13 years. She earned her bachelor’s degree in business administration from the University of Arizona in 1983 and her MBA from Golden Gate University in 1985.

Conservation community

While she was running the hotels, she met Tom Gray, founder of the Santa Lucia Conservancy, the nonprofit that manages the natural lands within The Preserve. With the late developer Peter Stocker, Gray “envisioned a conservation community of approximately 300 homes on 10 percent of the land, with 90 percent protected in permanent conservation,” according to The Preserve’s website. Then, it continues, “Tom guided the creation of The Preserve after Peter’s death in May 1990.”

As she learned about the new enterprise,



Real estate broker Lisa Guthrie’s first job was in hospitality.

Guthrie said, “I jumped on board.” It was exciting, she recalled — “the largest land holding in Monterey County to change hands.” She began as director of clubs and services, making plans for and running the Ranch Club, the Preserve Golf Club and resident services. She hired the staff, developed the company culture, and when the doors opened, she was there.

She also got her real estate broker’s license in 1998 as they were putting the sales team together, and became The Preserve’s managing officer broker, a job she held simultaneously with her position as

LAND cont. page 26W



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W O M E N I N B U S I N E S S

GEMS from page 8W

who, with her husband, John Bonifas, owns Fourtané Jewelers in Carmel, a store that has been selling antique and estate jewelry, as well as vintage and new watches, to local and visiting collectors since 1950.

Founded by Loyola Fourtané, an artist and jewelry-maker from Sausalito, the shop was sold to the Bonifases in 1987. The couple had owned kiosk stores and came here from Michigan by way of Denver.

“We came to Carmel seeking a larger presence and started selling estate and antique jewelry,” said Sandy Bonifas. “We also introduced certain lines, among them fourth-generation Italian jeweler Carolina Bucci, plus

master craftsman Geoffrey Good, and the legendary Mikimoto pearls. Yet people still want estate and antique jewelry.”

Like a French apartment

Security staff who guard the door at Fourtané often overhear customers’ conversations when they come in, and they’re usually looking for estate and antique jewelry, said Bonifas. She loves art deco pieces, which often show up among incoming wares.

“I love design, so I designed our jewelry store like a French apartment, with beautiful lighting and fixtures from Switzerland,” she said of the new shop on Ocean Avenue between Lincoln and Dolores. “Our son, managing owner

and jewelry designer Kris Bonifas, and master jeweler Juan DeSilva design jewelry and run the store.”

In 2002, the Bonifases brought in Rolex, which further elevated their business. The couple’s other son, Josh Bonifas, is the company’s watch buyer and oversees its San Diego store, established in 2018.

“Clients who come in to buy rare and special watches typically know exactly what they’re looking for,” Sandy Bonifas said. “In this electronic era, the desirability of rare and collectible high-end watches is more prevalent than ever. A couple of years ago, we added Patek Philippe, the top watch company in the world.”

GOLDEN cont. page 22W



Chezza Jewelry takes its name from owner Olivia Sanchez (left), who was nicknamed Chezza in college. Her jewelry designs are inspired by her Danish heritage, she said, with simple, elegant lines.





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WOMEN IN BUSINESS

PHOTOS from page 12W

later.
“Brett Weston would say, ‘If the photograph was printed by a darkroom assistant rather than by the photographer’s own hand, it has no integrity,’” remembered Williams’ daughter, Julia Brett Christopher (named after Weston), who has run the gallery since 2008 but officially took over as Photography West’s CEO this year.

No two are the same
“Not even Ansel Adams, the greatest darkroom master of all time, could go into the darkroom and make the exact same photo twice,” she said. “Every photograph is one of a kind.”
Adams — like most prolific fine-art photographers — employed darkroom

assistants.
“Ansel used to say, ‘Yes, I have an assistant. If you want a print made by my assistant, you can get one at Yosemite for \$50 or \$100,’” Williams recalled. He then added, “If you want an original, printed by me, that’s a completely different class of photograph.”
Creative darkroom craftsmanship has always been a mandate for an artist aspiring to show at Photography West.
“In a stack of 100 photographs, I want to be able to pick one and know you were the one who made it. It must be stylistically distinctive to you,” Williams explained. “Does the photograph show your unique fingerprint? That’s what makes a great photographer.”

DARKROOM *cont. page 23W*



Ansel Adams (lower left), Brett Weston (center) and Carol Williams in 1980.

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W O M E N I N B U S I N E S S

GOLDEN *from page 20W*

Yet most important to Bonifas is that the people she works with — customers and clients, sales staff, and the guy who guards the door — are all treated as part of the family.

All in the family

Marchesa, also family-owned and operated, is located in the Shops at Pebble Beach, where it’s been serving residents and guests for nearly 40 years.

“My mother, Louise O’Kief, who passed away in 2023, and my sister, Connie Teal, established the company as co-owners,” said gemologist Melissa Davis-Rozsa. “I started working for the company when I was 15 but later went off to Massachusetts

to study at Clark University, followed by graduate school in Brooklyn. In the summertime, I came home to act at the Forest Theater and work in the family business.”

While living and working in New York City, Rozsa earned her gemology degree and went to work for a designer in Greenwich Village who taught her how to design and produce jewelry. This apprenticeship led to a job with Tiffany & Co. on Fifth Avenue selling engagement and wedding rings.

“The work at Tiffany was hard and exciting,” she said. “I met a lot of interesting people and learned a lot about the corporate jewelry world and the power of a brand.” A dozen years ago, she was planning to establish her own atelier, or private studio, and jewelry store in Brooklyn,

when her mother and sister convinced her to come back into the family business.

“Although we offer beautiful jewelry and gifts, the biggest thing that draws people in — and what attracted me to come back into the company — is the warmth of the experience when shopping here,” Rozsa said. “People expect a corporate coldness but find a warm, engaging, fun experience, like when you come into a welcoming home.”

Setting intentions

Olivia Sanchez got her nickname,

Chezza, from friends she met while studying international relations with a minor in culture, media and entertainment at USC. What she heard in it was the name of a future business.

The Salinas native, who is half Danish, studied a year in Denmark, during which she was exposed to the Scandinavian design aesthetic of simplicity, functionality and elegance. However, after graduating from college, she went to work for a startup in luxury short-term rentals — until Covid

DESIGNER *cont. page 27W*



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Who says retail jobs don’t pay off? Shelly Devine started learning about the jewelry business while working at Kohl’s. Now she designs exquisite pieces for locals and visitors.

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W O M E N I N B U S I N E S S

DARKROOM from page 21W

Photography West, said Christopher, is purportedly the only remaining gallery in America that exclusively exhibits photographs that were printed in a darkroom by the person who captured the images. There are no digital photographs on the walls.

“Around 2008 or 2009, most of the photography community transitioned to digital, and I was shocked. To me, that’s an entirely different art medium,” she said.

“Digital is wonderful, but why are you abandoning film? Why are you abandoning this magical art medium in the darkroom?”

‘Just ink on paper’

Her 72-year-old mom is less fond of the digital revolution.

“I just don’t respond to digital prints. The light is missing,” Williams told her daughter.

“Mom, that’s because they’re just ink on paper,” clarified Christopher, an avid fan of computer technology throughout her adult life.

She grew up in her mother’s gallery, was educated at Santa Catalina School in Monterey, L’Institute Catholique de Paris in France and New York University, where she earned degrees in philosophy, comparative literature, creative writing, marketing and art history.

She has shown her fine-art images at Photography West since 2013 but intensified the way she sees the art in recent years.

“I didn’t take photography so seriously until a young woman walked into our gallery, looked at a Christopher Burkett photograph on our wall, and asked me which Instagram filter he had used,” she said. “I burst out laughing, thinking she was making a joke, then realized she was dead serious.”

Younger generations, she realized, are largely unfamiliar with the darkroom artistry involved with creating the work displayed at Photography West.

And while film photography might be experiencing a bit of a resurgence, photographers who are also darkroom craftsmen are harder than ever to find. One of Christopher’s quests is an international search for talented purists.

The incident led Christopher to become more adroit at comparing the beauty of analog photography to people who have only experienced the digital world. “I use my philosophy degree every day. I see myself as the translator,” she said with a laugh.

A few months later, she received a call from Burkett. “Apparently you sold one of my photographs to a PBS executive producer who was very taken by what you said: That somebody really needed to assign a camera crew to document what I do in the darkroom,” Burkett told her. “So ‘PBS News Hour’ is doing a special on me.”

The full documentary about Burkett’s darkroom magic is posted on Photography West’s website.

‘Mother-daughter enterprise’

Williams stepped away from full-time duties at the gallery in 2008 after suffering complications from cataract surgery.

“Thankfully, Julia inherited my vision and came home from Europe to support her ‘family’ — me and the artists,” she said. “If she hadn’t taken the helm, I’m doubtful the gallery would have survived, particularly during the Covid pandemic.”

Christopher has singlehandedly sold more photographs than anyone in the history of the gallery, including her mom, Williams boasted. “The business has been a true

mother-daughter enterprise for the past 13 years,” she said.

The gallery is open Wednesday through Sunday from 11 a.m. to 4 p.m.

Photographywest.com includes images of works from the gallery walls, information about current and past

exhibitions, gallery history, and photography books and posters available at the location.

Dennis Taylor is a professional freelance writer in Monterey County. Contact him at scribelaureate@gmail.com.



Carole Strauch Heinrich

Carole 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®, 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. Carole’s team is consistently in the Top 1% of agents. Ben and Carole enjoy living in Carmel Valley with their rescue dog, Puddin’, the Heinrich Team mascot. Carole enjoys early morning walks with audiobooks, traveling with Ben, and dining out at the many wonderful restaurants in Carmel and Carmel Valley.

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Brynie Kaplan Dau

is a small animal and exotics veterinarian. She grew up in Pacific Grove and is happy to be 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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George Beltran, Carol Williams and Brett Weston with a display of Weston’s book (right), which Beltran helped design.

W O M E N I N B U S I N E S S

HOTELS *from page 18W*

Co., access to Del Monte Golf Course, the oldest continuously operating golf course west of the Mississippi River.

Bettencourt is passionate about the property, which she said has a lot to love, including tennis and pickleball courts, swimming pools and a spa. During July and August, most of the guests are here for leisure, and the rest of the year, there are a lot of conferences. With 40,000 square feet of event venues and ballrooms just minutes from dozens of tourist attractions, Bettencourt said all kinds of groups come to this area to network and do business.

“There’s an association or club for everything,” noted the 27-year veteran of the hospitality industry. “The Real Bearded

Santas met here,” she said. And yes, that’s exactly what it sounds like, Santa Clauses who grow their own whiskers. Also this year, groups like the The California Poultry Federation, and Osteopathic Physicians & Surgeons of California have scheduled meetings at the Hyatt.

Cowen, who’s also worked with diverse groups, said that in terms of sheer passion for a hobby, she’s never seen anything quite like a group of scrapbookers who met at the Carmel Mission Inn. “They brought tubs of materials in rented vans,” she recalled.

Bettencourt said Car Week was her “favorite week,” with lots of “hustle and bustle” and the opportunity to walk around

MEETINGS *cont. page 25W*



One of Carmel Mission Inn’s two resident cows, painted by artist Marie-Claire Treseder Gorham.

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W O M E N I N B U S I N E S S

MEETINGS from page 24W

the property in the evening and see all the beautiful vehicles parked there for auctions or driven by hotel guests.

She manages eight people onsite and remotely. “Our sales team is really versed in what’s needed to make a conference a success,” Bettencourt said. And if you’re thinking of the usual convention schedule — continental breakfast and breakout sessions followed by a lunch buffet and visits to vendors’ booths — you might see some of that, but, said Bettencourt, “It’s not just a conference anymore. Groups want creative experiences.”

That means pickleball tournaments and glow-in-the-dark golf matches, along with scavenger hunts and organized hikes. Even murder mystery dinners — those 1990s mainstays where guests attempt to solve a dramatic “homicide” that occurs during the evening, like an Agatha Christie novel come to life — are making a resurgence, Bettencourt said.

For Cowen, the draw is all the things people love to do on the Peninsula, like navigating trails through beautiful settings, strolling on pristine beaches and taking in the many local attractions. The property has a swimming pool, Shearwater Tavern — a restaurant that, like the Hyatt’s Sea Root, also markets itself to locals — and cows.

The cows are home

There were two large black-and-white cow sculptures at the Carmel Mission Inn when Cowen arrived, possibly something that appealed to a former owner’s taste. When the current owners told her to get rid of them, she instead employed artist Marie-Clare Treseder Gorham, best known around here for her work at the Hofsas House, to paint them with whimsical floral patterns. In the age of Instagram, they quickly became selfie magnets. Then, Cowen engaged the older generations by having photos made into postcards, which led to parents and grandparents teaching their kids what do with them.

Both women talked about how the internet and social media has changed their business, almost entirely for the better.

Even though they may get complaints on Yelp or other sites, for example, Bettencourt said she welcomes the opportunity to answer them and make things right. Cowen noted that technology has created a whole new field for workers, and said she is happy to have someone who can help with that aspect of marketing.

They couldn’t emphasize their passion for caring about people strongly enough. Cowen said she likes to remind her front desk staff that they have one of the hardest jobs, because they never know what they’re getting. “Did that couple just have a fight in the car? Are those sisters here to spread their mother’s ashes? Does someone have a deadline to meet tonight after driving all day? Or has someone saved all year along for this one week and their expectations are really high?”

“Tech continues to evolve, but real people are still the most important,” agreed Bettencourt. “We have wonderful clients, and we love when a group leaves happy and everyone has a smile.”





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W O M E N I N B U S I N E S S

HOT DOGS *from page 4W*

when they come to my restaurant. That’s the kind of vibe I’m going for ... that everybody feels included and that we all can have fun together,” she said. Lucy’s has live

music every Saturday and Sunday at 2 p.m. If you want to see what all the fuss is about and have a hot dog, stop by Thursdays and Fridays from 11 a.m. to 7 p.m. or Saturdays and Sundays from 8 a.m. to 7 p.m. Learn more at lucyspg.com.



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LAND *from page 19W*

director of clubs and services for nearly all of her time there. With her team, she sold \$417 million worth of real estate from 1999 to 2001.

“It fed my entrepreneurial spirit,” she said. After completing her work with the development team at the Preserve in 2009, she had a couple of other jobs — more on those in a moment — then went back into real estate full time. Guthrie loves throwing herself wholeheartedly into creative ventures, and La Tierra gives her plenty of opportunities.

Lots of questions

Working with her husband, Alan Drew, and sales associate (and, Guthrie added, photography and social media wiz) Molly O’Neal, she said “Every listing is a completely new product. It sparks my creative urge.” Each time she meets a seller, Guthrie said, she thinks about the property and asks a number of questions to decide how to proceed. “What is the ‘product,’ who is the market, how do we reach them, and how do we stage the property for each market?”

RANCHES *cont. page 29W*



Lisa Guthrie enjoys spending time riding her horse, Damasco.

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Gleaning pearls of wisdom from local jewelers

By ELAINE HESSER

YOU HAVE to like someone who makes Forbes Magazine’s “50 Over 50” list and says she’s pleased for herself, but she’s especially happy the public relations person who nominated her “got the win.”

Abbie Leeson, 62, is the co-founder of The Ginger People, which has its headquarters in Marina. She was selected for this year’s list of 50 female entrepreneurs in the “lifestyle” category, who, wrote ForbesWomen editor Maggie McGrath, are “proving that success and innovation have no age limit.”

The Ginger People, according to its website, seeks “to create and promote great-tasting, healthful ginger products.” Founded more than 30 years ago, its products — from marinades and juices to candy and health supplements — come from “500 farmers, factories, workers and staff in the premier growing regions of the world – China, Fiji, Indonesia and Peru.”

Forbes notes that the company’s “annual revenue is \$40 million, and Ginger People products are sold in 23,000 retail locations across 30 countries.”

Never bored

Leeson said she made it onto Forbes’ radar thanks to the efforts of Holly Corrales, founder of PlantedSeed Public Relations. The two women were working together when Corrales told Leeson she’d always wanted to get one of her clients on the list. Leeson said she’d always wanted to be there, so Corrales filled out the paperwork and entered her client.

Forbes said that the process of winnowing down the thousands of entries took several months. Semifinalists were judged by a panel of seven women who had previously



Co-founder of The Ginger People, Abbie Leeson just made Forbes “50 Over 50” list. The firm relies on growers from all over the world for its products.

made the list. When it was over, Leeson’s name was there.

The news came just as Corrales was closing her firm to spend more time with her family, Leeson said, but both women were thrilled by the win.

“Of course, I was surprised and humbled,” she said. There will be a four-day event in October to honor the women who made the list. In the meantime, Leeson said, the company keeps her quite busy. “I’m never bored,” she said with a laugh.

DESIGNER from page 22W

arrived.

Having crafted jewelry since she was very young, during the “pandemic pause,” Sanchez began working on a jewelry line in earnest, posting her work on Instagram and developing a significant following. She decided to establish a company featuring her distinctive work and named it Chezza Jewelry.

“I believe, from being inspired by Danish design and jewelry, I have developed a romantic and dainty style with clean, simple lines, making it suitable for everyday wear into evening, plus weddings and other special occasions,” Sanchez said. “Most important is that all are meaningful and trigger a connection in my customers.”

Sanchez also believes her design aesthetic supports the athleisure trend of



GLEAMING cont. page 29W



Among the shops at the Lodge at Pebble Beach, Marchesa stands out for its selection of fine jewelry. (Top right) Eye candy in the Marchesa window.



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DREAMS *from page 14W*

flexibility, especially in older homes where there aren’t as many outlets. Smith said she likes to have enough room for tissues, a book, a water carafe and eyeglasses, if

necessary. A small tray can help keep things tidy, too. She said that even without wall-to-wall carpet, it’s nice to have a rug under the bed that extends about 2 feet on either side so you can “put your feet down on something” a little softer in the



Shoshin’s shelves and rotating displays give shoppers plenty of ideas for making their bedrooms into restful retreats.

morning.
Finally, although the display in the shop features a large pendant lamp over the bed, Smith said because we’re in earthquake country, you want to avoid anything that could fall on you if the ground goes bump in the night. Once you’ve set the stage and donned your loungewear, all that’s left is to turn out the light. If your partner snores, well, that’s a whole different column.

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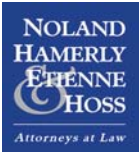
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W O M E N I N B U S I N E S S

RANCHES from page 26W

“We don’t overextend ourselves,” she explained. “Our listings are just what we can handle.” Still, as the Covid-induced buying frenzy picked up speed in 2021, the three-person firm at one point had 20 listings and completed 55 sales in two years — one every other week, more or less.

But her entrepreneurial spirit hasn’t been limited to real estate. Before opening La Tierra in 2016, Guthrie helped run Drew’s blacksmith business for several years. At Winter Drew Design & the Borroméo Forge, headquartered in Marina, she helped sell hand-forged metalwork, like doors, gates and railings for homes, as well as handling other artists’ works.

Through contacts from the Preserve, she briefly found herself working at the Bitter End Yacht Club on Virgin Gorda in the British Virgin Islands, too. It started out as a six-month consulting job, and she also ended up filling the resort’s executive director position while she was there.

“It was a 40-year-old resort with a mile of beachfront and deep, safe anchorage. There were lots of yachts.” The club was being redeveloped, and Guthrie worked on the part of the plan that dealt, among other things, with hospitality, sports, events, customer and resident services and the yacht club.

Most recently at La Tierra, Guthrie’s been focused on selling a home in the Preserve at 16 Touche Pass. Architect Justin Pauly and Ground Studio Landscaping collaborated

with the previous owners to build a three-bedroom, four-bathroom home that Pauly described in a promotional video as “referential to mid-century modern” architectural style and “a simplified expression of a country house.” It sits on a 27.9-acre parcel, and has plenty of windows to take in the views. Listening to Guthrie talk about it in great detail, obviously drawing on personal knowledge from her in-depth assessment of the property and her history with the Preserve, you begin to comprehend the diligence she pours into every one of her projects.

Simple, not easy

For someone who might want to get into the real estate business here, her advice is simple. In addition to keeping an eye on the economic situation and managing money wisely, she said, “be prepared to work very hard. It’s not glamorous, like on TV.” She recalled times when she was selling lots for new homes. “I was tramping through poison oak and watching for rattlesnakes. I’ve had a lot of adventures selling land.

“The worst day, I found myself standing on a red anthill while I was out with a group of people. I was getting bitten and suggested” — with admirable composure, one imagines — “that we stop at a restroom before heading to the next destination.” She said she was surreptitiously killing ants in her pants as she drove away.

Her advice might well have included, “Keep calm and carry on,” but the one thing that’s most evident from



Lisa Guthrie with her husband, Alan Drew, and Molly O’Neal of La Tierra Realty.

Guthrie’s career is that although following her passion hasn’t always been easy, it’s been the source of the energy, dedication and persistence needed to see big projects through to completion.

GLEAMING from page 27W

versatility, warranting a light, layered look that feels both classic and contemporary.

“What also differentiates my business is that it is more than just a small-business jewelry brand,” she said. “Each piece is a symbol of independence, growth and taking care of our mental health, and every collection is inspired by self-care and positive messaging.”

Her creations are available at chezzajewelry.com and via farmers markets throughout the community.

Divine intervention

Shelly Devine got into the jewelry business by accident. During high school in Sacramento, a Kohl’s department store was opening, and she had been hired to work

in apparel. She was stationed in jewelry, a department she knew nothing about. She remained there, and she learned.

Although Devine grew up in Sacramento, her grandmother, Lorraine Devine, lived in a cottage on Dolores Street, where her granddaughter spent a lot of summers. After working in a jewelry store in Seattle, she moved here and joined the prominent Mark Areias Jewelers on Ocean.

“I’ve been in the business for 20 years, 10 of them managing Mark Areias Jewelers,” Devine said. “In May, I found myself ready for something new, ready to work independently, designing and using my training as a certified master appraiser.” Learning jewelry repair helped her understand the design, structure, and construction process from an architectural standpoint, she said, laying a strong foundation for her work.

“I’ve long had an eye for jewelry design and an ability

to interpret what the customer wants,” she said. “I pay attention to their sensibilities, their style, and develop the piece from there.”

To have a piece made, Devine sends her design and her client’s stone or stones to one of two companies she works with to build the jewelry. Once she receives a 3D rendering of the piece on her computer, she shares it with her client and introduces any edits or ideas before the piece is sent to be cast.

“I have built a great clientele over the years,” she said, “and to expand my work in to jewelry appraisals and custom design with my personal jewelry clients has been wonderful. I believe in personalized service, and I appreciate that I’ve been able to seamlessly weave appraisals and crafting exquisite jewelry for private clients into my own business.”

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DR. LOLY HOGANS TORO PARK ANIMAL HOSPITAL



Dr. Loly Hogans was born and raised in the San Francisco Bay Area by her parents who emigrated from Peru. Dr. Hogans obtained her undergraduate degree in Biological Sciences at the University of California, Davis. In 1989 she graduated in the top of her class from the School of Veterinary Medicine at the University of California, Davis and she has loved every step of her career. She was a cofounder of Harden Ranch Veterinary Hospital in Salinas and ran the hospital for over 25 years and was co-owner of Carmel Valley Veterinary Hospital for 10 years before moving on. Dr. Hogans completed a Don Low Fellowship at the University of California, Davis in abdominal ultrasound. She also has special interests in ophthalmology, surgery, dentistry, and internal medicine. She loves being in a profession where she can be active, use her creative side, bond with pet guardians and learn something new every day, all while helping to prevent disease. In her spare time, Dr. Hogans enjoys gardening, hiking, bike riding, swimming, cooking and taking care of her two beautiful grandchildren. She is very excited to meet her new grandchild that is on the way. Her extended family also includes 4 dogs, one cat and 2 chickens.



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DR. LINDSEY ROCKWOOD TORO PARK ANIMAL HOSPITAL



Dr. Rockwood was born and raised off highway 68 and after being away at school for many years, she has returned to the immediate area. For as long as she can remember, she has always wanted to be a veterinarian.

Dr. Rockwood completed her prerequisite courses at Colorado University, Boulder, and UC Davis with a major in Animal Biology and minor in Spanish. While living in Davis, she volunteered and later worked for the University's Teaching Hospital as a technician in the Large Animal Intensive Care Unit, caring for critically ill patients including horses, premature foals, llamas, alpacas, donkeys, cows, goats, sheep, and pigs. Dr. Rockwood graduated from UC Davis School of Veterinary Medicine in 2008 and has been practicing on the Monterey Peninsula ever since. Her special interests include acupuncture and rehabilitation, soft tissue surgery, dentistry and oral surgery, and nutritional management of medical conditions



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DR. JACQUELINE HOFER TORO PARK ANIMAL HOSPITAL



Dr. Jacqueline Hofer, a California native raised on a cattle and horse ranch near Yosemite, earned her bachelor's degree from UC Merced and her veterinary degree from Western University of Health Sciences. Following a year-long rotating internship, she settled in Monterey six years ago, where she cherishes her role at Toro Park Animal Hospital as their newest Associate. Outside of the office, she provides house call services through Cru Veterinary Services and loves taking walks on the beach with her three dogs in her free time.



(831) 484-9744
22720 Portola Dr., Salinas Ca 93908
www.toroparkvet.com

VIVI FENWICK



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 business.

(831) 262-4237
vivi@vivifenwickconsulting.com | www.vivifenwickconsulting.com

RANDI ANDREWS AVANT GARDEN AND HOME



Randi Andrews owner of Avant Garden and Home in Carmel Valley Village. Avant Garden and Home became a reality, over 20 years ago. A gift shop for your home, your garden and yourself. She created a store that was inviting and whimsical, filled with the unexpected. Shop for clothing, jewelry, furniture, art and more. Randi loves being a shopkeeper and being part of this community. Representing many local artist and artisans. "I love supporting businesses even smaller than my own". Stop by and meet this cute little boy, Gus. Well, he's not quite this little anymore.

Avant Garden and Home
13766 Center Street, Center Street Marketplace
Carmel Valley Village
(831) 659-9899
www.avantgardenandhome.com

ANNELISE GEROME QUAIL & OLIVE



Annelise specializing in sourcing the highest quality California EVOO and balsamics. "What sets us apart from other stores, my father, Dr Brabeck, wanted to create a store to teach his patients and the public about the health benefits of EVOO, and here we are! We only source the highest quality California EVOO, bc there is no need to look outside of California for amazing health benefits of EVOO.

We offer many culinary classes all advertised on our website as well as Facebook and Instagram.

We have a club offering discounts our products, more info can be found on our website, as well as a plethora of recipes to use our products.

We offer private gifting consultations and an elevated experience in tasting the finest California has to offer.

We are open daily from 12-5pm. We ship throughout the USA.



(831) 659-4288 | QUAILANDOLIVE.COM
14 DEL FINO PLACE, CARMEL VALLEY

DEBBIE LEMOS LEMONS 76



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 8 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.



(831) 624-2925
544 Carmel Rancho Blvd., Carmel
www.lemos76.com / gasup@lemos76.com

WOMEN IN BUSINESS PROFILES

ROSELYN MANCO MONTEREY MOTORSPORTS FESTIVAL



Roselyn Manco is the co-founder of the Monterey Motorsports Festival, a premier event that celebrates automotive passion and innovation. Alongside her husband, Paolo, she has helped transform the festival into a must-attend experience for motorsport enthusiasts. As the powerhouse behind P.M. Landscaping, Roselyn brings her artistic vision and design expertise to every project, crafting stunning landscapes that blend natural beauty with functional design. Her creative flair and attention to detail have earned her a reputation for excellence in both event planning and landscaping design. Roselyn's ability to merge her passion for motorsports with her talent in design makes her a key figure in the success of both ventures, elevating the festival and her landscaping business to new heights. Her leadership and commitment to her community have made her a respected name in the Monterey Bay area.



montereymotorsportsfestival.com

STEPHANIE BAPTISTA PAINT NAIL STUDIO



Stephanie Baptista is a talented nail technician and self-taught artist based in Carmel, where she runs the charming Paint Nail Studio. At her salon, she blends artistic flair with a dedication to top-notch nail care. Stephanie is celebrated for her durable manicures, pedicures, and gel services, all while prioritizing safety through meticulous dry heat sterilization of tools and using new liners for each client. The salon also features and sells Stephanie's art, creating a serene and creative environment where clients can indulge in both beauty treatments and artistic inspiration.



(831) 588-4815
3855 Via Nona Marie Suite 103c., Carmel CA 93933
www.paintnailscarmel.com

KIM ENGLAND FLEURS DU SOLEIL



For as long as Kim can remember, her love for floral design has been inherent. After graduating from the University of California, Berkeley she spent a year abroad in Paris which further ignited her passion for floral 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 Monterey. Her vision of expansion has encompassed a European-Urban style retail floral and lifestyle store featuring grab & go arrangements & wraps, contemporary gifts, home goods, one of a kind furniture and daily deliveries.

Winner of the 2022, 2023
Golden Pine Cones for
BEST FLORIST

598 Fremont Street, Monterey, CA 93940
(831) 656-0455
www.FleursduSoleil.com

MOLLY KOONTZ SAND ATTORNEY AT LAW



Molly Koontz Sand, Esq.



Molly Koontz Sand is your local attorney offering Estate Planning and Trust administration services including the drafting of Wills, Powers of Attorney, Advance Healthcare Directives and much more. Molly was born and raised in Carmel and is a fourth generation Carmelite and fifth generation California attorney. She is passionate about helping people set up an estate plan so they feel empowered and in control of their future and family legacy. Let her guide you through the process so that you gain peace of mind knowing you have a plan in place. She offers reasonable, competitive rates as well as free initial consultations.

SAND LAW
Office: (831) 375-7000
26362 Carmel Rancho Ln., Ste. 203, Carmel, CA 93923
www.sandattorneyatlaw.com

ADRIANNE JONSON & SANDY HAMM ARTISANA GALLERY



Adrianne Jonson and Sandy Hamm are the dynamic forces behind Artisana Gallery in Pacific Grove! Since March 2008, their gallery has been a vibrant hub of creativity, showcasing both renowned and emerging artists. As founders of First Friday Pacific Grove, they've brought even more excitement to the local art scene. Adrianne, a talented photographer and jewelry designer, also serves as Board Chair of the Pacific Grove Chamber of Commerce. Sandy, an acclaimed jade sculptor and carver, features her stunning pieces exclusively at the gallery. Open seven days a week, Artisana invites you to explore a lively collection of local, independent, and fair trade art.

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

CHRISTY O'CONNOR DIGGIDY DOG



As a lover of dogs since before she could walk, Christy wanted nothing more than to spend her time with dogs and the people who love them. A successful corporate attorney with a notable career spanning over 25 years in 2024, she was awarded the Top 10 Chief Legal Officers in the United States and Top 50 Chief Legal Officers worldwide by Women We Admire. In June 2021, she relocated her life to the Monterey Peninsula and lived out her lifelong dream and bought Diggidy Dog. Her love of dogs can be seen in every aspect of the boutique as she has remodeled and reimagined the store, geared toward our love of our best friends and making sure that they are happy, healthy, and dressed to the nines!

In the words of her Father, renowned photographer Nicholas Trofimuk: "You made the jump. Never look back or down. I am so proud of your courage. You will be successful but most of all you will be happy."

No truer words have ever been spoken.



(831)-625-1585 | DiggidyDog.com
NE Corner of Ocean Ave & Monte Verde St,
Carmel-by-the-Sea

DR. KRISTINA MONTELLESE, DC, CPT DOCTOR OF CHIROPRACTIC & PELVIC FLOOR PHYSIOTHERAPY



Dr. Kristina has effectively combined the unique treatments of gentle Chiropractic Therapy & Pelvic Floor Rehabilitative Therapy, for over 17 years.

She helps patients with rehab and pain management for sports injuries, prenatal care, and also treats patients with Pelvic Floor Dysfunctions.

Pelvic Floor Rehab is treatment for Women and Men, with Pelvic/Lumbar pain, incontinence or leaking urine, Bladder pain, painful intercourse, prolapse, symptoms following prostate surgery or pelvic surgeries. Dr. Kristina uses gentle physiotherapy and the use of EMG/Biofeedback, a highly specialized diagnostic tool for pelvic floor dysfunctions.

Patients with Neck, Low back pain or Pelvic floor dysfunction are referred to Dr. Kristina by local Orthos, Urologists, OBGYNs and Midwives.

Dr. Kristina enjoys her free time with her 3 boys, biking, surfing and hiking with their Great Dane and Bull Dogs!



Montellese Family Chiropractic & Pelvic Rehab Clinic
(831) 655-3255
Monterey location: 550 Camino El Estero, Suite 103
Carmel location: 301 Mid Valley Center
www.MontelleseFamily.com

JENNIFER CHAPMAN BOARD & BRUSH MONTEREY



Jennifer opened Board & Brush Monterey three years ago when she saw a need for hands-on art for adults in the Monterey area. She was an Art Docent and volunteer in the community for 20 years before taking a step to open her own business. She provides a fun environment in a beautiful studio where guests learn how to make wood decor items in a workshop. Board & Brush loves hosting team building events for local businesses or out of town work groups who stay at the local hotels. The event is also perfect for bachelorette, wedding, and birthday parties, or date nights and friends night out. Keeping on trend with new projects monthly, one can choose from over 800 designs to make in any workshop.



(831) 884-6108
458 Alvarado St, Monterey, CA 93940
www.boardandbrush.com/monterey

WOMEN IN BUSINESS PROFILES

JANICE TORELLI CARPETS AND FLOORS



We're thrilled to introduce Janice Torelli, our newest team member at Carpets and Floors. Janice brings a diverse background in design and project management from her time in San Francisco. With extensive experience working in design showrooms, she expertly managed projects, liaised with clients, contractors, architects and oversaw installations with custom artisans. Her rich expertise and versatile skill set are a perfect fit for our team. Come visit us at Carpets and Floors and discover how Janice's unique experience can enhance your flooring and design projects. We're excited to have her with us!



Carpets and Floors
471 Lighthouse Ave | Monterey | CA 93940
831.372.2300 | www.carpetsandfloorsmonterey.com

LISA LEO AND ANGEE MORRISS MANIFEST CONSIGNMENT STORE



Manifest is a Concept Store born out of the idea that fashion can be stylish, affordable and sustainable. Owners, Lisa Leo and Angee Morriss, both longtime Monterey Peninsula residents, opened Manifest in the Mid Valley Center in Carmel Valley in July. The hope was to create more than just a consignment store, but to establish a hub for community and connection.

Manifest is a curated collection of consigned items including designer apparel, accessories, purses and footwear, as well as gift items by local artisans. By extending the lifespan of pre-loved garments, we can each contribute to the circular local economy, reducing waste and minimizing the environmental impact of shipping associated with online retailers. With a commitment to quality and customer service, Manifest provides shoppers with the opportunity to support ethical practices and make sustainable choices.



308 Mid Valley Center
ManifestCarmel.com
(831) 256-5545

KARA SCHACHER JRG ATTORNEYS AT LAW



Attorney Kara Schacher is a member of JRG Attorneys at Law's Family Advantage Group representing clients in Family Law legal matters. In her fifteen years of practice, Kara has successfully represented clients in matters such as dissolutions of marriage, child custody and visitation, child and spousal support, domestic violence, and other family law matters. She also regularly acts as a Minor's Counsel. Kara consistently supports families through some of their most important times, always keeping her clients' interests at the forefront of her work.



JRG ATTORNEYS AT LAW
(831) 754-2444
318 Cayuga Street, Salinas, CA 93901
JRGattorneys.com

KARINE RICHARDS JRG ATTORNEYS AT LAW



JRG Attorney at Law attorney Karin E. Richards is a member of the Firm's Family Advantage Group representing clients in estate planning and probate matters. Karin has an extensive history of working with individuals and families in every stage of planning and administration, from individual estate plans, to continued changes to family trusts. For over two decades Karin has been a trusted source as countless individuals have planned their legacies. As with all JRG Attorneys at Law, Karin is active in the local community in which she lives and works.



JRG ATTORNEYS AT LAW
(831) 754-2444
JRGattorneys.com

SUSAN BROWNLIE CERTIFIED LUXURY HOME MARKETING SPECIALIST



Susan Brownlie was raised Pacific Grove & Pebble Beach in a large family with three sisters. In 1989 Susan started her career as a licensed Realtor at Coldwell Banker/GD Inc.

Susan is consistently a top producing agent with Coldwell Banker during her 30+ year career.

She is a Monterey County Association Ethics Advocate & Member of the Professional Standards Hearing Committee for 15+ years.

Her local expertise & extensive real estate experience span all price ranges and cities.



Coldwell Banker/Gay Dales Inc. DRE 01069736
831-320-3001
sbrownliecb@outlook.com susanbrownlie.sites.cbmxci.com

ALEXIS SCHWEISINGER GREEN INFRASTRUCTURE DESIGN



Alexis, a long-time Carmel resident and CSUMB graduate, is the owner of Green Infrastructure Design (GID). GID's roots are in GIS mapping, identifying areas of opportunity to improve land for fire safety, green infrastructure, and stormwater management. Alexis has most recently expanded GID's reach to collaborating with Winegrowers Associations from San Luis Obispo to Santa Cruz County for sustainable land management and regional growth and awareness. Alexis is actively engaged with the community supporting the Fire Safe Council for Monterey County, Fire Adapted Big Sur, local Municipalities and enjoys empowering other small and woman owned businesses on the Central Coast.



(408) 314-5505
alexis@easy2bgreen.com
easy2bgreen.com

EDI MATSUMOTO GALLERY & WEARABLE ART BOUTIQUE



Step into the enchanting and artistic world of Edi Matsumoto on Mission St. in Carmel. After three decades in healthcare, Edi embraced her passion as an artist and designer. She invites you to Carmel's newest gallery and boutique, a kaleidoscope of her award-winning paintings and colorful and elegant wearable art. Her paintings have earned acclaim internationally. Experience a slice of Japan's grace, a journey into color, imagination, and culture, with an opportunity to enhance your own creativity.



(831) 596-5157
Mission St. 4SW 5th Ave, Carmel-by-the-Sea
edi@edimatsumoto.com

NICOLE CROMWELL GALLERY



Nicole Cromwell uniquely blends her talents as an artist and a nurse, tapping into the healing power of art. Drawing from her nursing background, she creates acrylic paintings that embody calm and rejuvenation, reflecting the natural world's grace and complexity. Her artwork is designed to bring tranquility, inspire creativity, and offer new perspectives, showcasing the impactful role of art in improving well-being. Whether through landscapes, seascapes, or abstract florals, Nicole aims to fill spaces with beauty, wonder, and positivity, offering comfort and joy to viewers. She's dedicated to making art that not only pleases but also supports and uplifts others.

(831) 200-1836
nicolecromwellart.com

Thurs.-Sun. 11-5, Mon. 10-2 & by appointment
Dolores btw 5th & 6th, Su Vecino Courtyard