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Kris McAulay 831.917.8476 Kris@CarmelRealtyCompany.com Broker Associate | DRE#01824908



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80

70

60

50

40

30

20

A Healthy 2024 with More Promise **Ahead in the Coming Year**

CLOSED SALES VS. AVAILABLE LISTINGS YEAR OVER YEAR

Throughout a beautiful holiday season, town was busy, vibrant, and festive, an indica-

tor that the community is healthy alongside a healthy real estate market. The Monterey Peninsula real estate market experienced a strong and resilient performance in 2024, demonstrating overall health despite a notable slowdown at key price points of the business. Throughout the year, and certainly closer to the Q4 presidential election, the market experienced a slowing of both inventory and demand. This is typical of an election year when many sellers and buyers decide to wait until after the election before making a real estate decision. This clearly had an impact on the number of sales to end the year, but even with this influence, the overall market saw an 8.4% increase in home sales year over year and a small increase in average sales price, leading to a 9.7% rise in total sales dollar volume in 2024 over 2023.

The overall performance of pricing was strong in eight of the nine markets we track. While five areas saw prices go up, only Pebble Beach saw a greater than 2% decline in average sales price, with that decrease coming in at

-11.6% year over year. This was much in part to a smaller than average percentage of high-priced sales in the area, especially in the very high-end (\$10M+ sales) of the market.

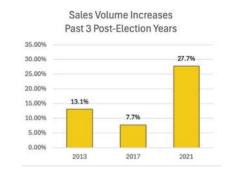
Both Q4 and Q3 saw exactly 283 home sales. Over the course of 2024 there were 1,081 homes sold across the nine markets we track. One of the reasons for the 8.4% increase in sales was expanded inventory, rising to the highest level we have seen on the market since mid-2020. Inventory levels increased from 232 to begin the year to a peak of 411 actives during August, before dipping back to 279 at the end of 2024. Year over year, this is an increase of 20.3% in homes available for sale. This influx of inventory combined with a projected growing demand as the year continues, positions the market to be strong in 2025. A reason for the projected growth in demand this year is due to our market having seen three consecutive post-election years experience a substantial increase in total sales volume compared to the year of the election.

Each of the nine markets we serve experience a constant balancing act between supply, demand and pricing.

SALES VOLUME INCREASES PAST 3 POST-ELECTION YEARS

January 31, 2025

The last three presidential election years of 2012, 2016, and 2020 each saw the following year increase substantially in total sales dollar volume on the Monterey Peninsula.



This makes it essential to have experienced, local, expert representation when buying or selling a home. Our seasoned, informed, and connected agents can make a significant difference in the value of your purchase or sale, all while working to find the right home that allows you to truly enjoy the lifestyle this community has to offer. Please reach out to one of our full-time professional agents should you and any of your friends or family be considering a real estate transaction here on the Monterey Peninsula.

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Carmel-by-the-Sea Carmel Are	ea Highland:	s/Big Sur C	armel Valley	Marina	Montere	y Area Pa	cific Grove	Pebble Beach Seasi	ide				
	Sales by Segment							Тот	TAL VOLUME SO	Available Listings Quarter End			
	Up to \$700K	\$700k- \$1M	\$1M- \$1.5M	\$1.5M- \$3M	\$3M- \$5M	\$5M- \$10M	\$10M+	Q4 2024	Q3 2024	Q4 2023	Q4 2024	Q3 2024	Q4 2023
Carmel-by-the-Sea	0	0	6	31	40	14	5	\$100,992,000	\$113,257,864	\$112,547,900	31	30	18
Carmel Area	0	6	22	20	10	2	0	\$28,814,300	\$32,216,500	\$24,782,000	15	21	13
Carmel Highlands/Big Sur	2	3	1	5	7	6	1	\$54,835,376	\$23,389,000	\$6,925,000	28	35	21
Carmel Valley	15	23	45	64	22	10	1	\$98,419,500	\$99,295,305	\$66,003,009	54	77	46
Marina	11	86	48	6	0	0	0	\$43,937,972	\$27,902,129	\$27,352,647	25	44	27
Monterey Area	42	62	73	40	8	5	0	\$49,760,674	\$88,840,250	\$61,831,499	46	56	35
Pacific Grove	0	16	49	51	9	0	0	\$47,014,000	\$73,237,270	\$62,834,600	20	32	21
Pebble Beach	0	3	11	34	19	11	2	\$101,956,000	\$56,070,000	\$57,000,000	32	44	29
Seaside	27	81	21	5	0	0	0	\$34,605,750	\$26,515,215	\$16,014,706	27	40	22
Totals	97	280	276	256	115	48	9	\$560,335,572	\$540,723,533	\$435,291,361	278	379	232

	Medi	AN SALES PE	RICES	Average Sales Prices			Days on Market			Number of Sales		
	Q4 2024	Q3 2024	Q4 2023	Q4 2024	Q3 2024	Q4 2023	Q4 2024	Q3 2024	Q4 2023	Q4 2024	Q3 2024	Q4 2023
Carmel-by-the-Sea	\$3,995,000	\$3,137,500	\$2,725,000	\$5,315,368	\$3,539,308	\$4,019,568	35	43	62	19	32	28
Carmel Area	\$1,800,000	\$1,440,000	\$1,700,000	\$2,216,485	\$1,789,806	\$2,252,909	31	45	50	13	18	11
Carmel Highlands/Big Sur	\$4,250,000	\$3,128,000	\$3,105,000	\$4,985,034	\$3,341,286	\$2,308,333	82	26	65	11	7	3
Carmel Valley	\$1,340,000	\$1,625,000	\$1,575,000	\$2,094,032	\$2,256,711	\$2,000,091	69	64	40	47	44	33
Marina	\$870,000	\$890,000	\$947,500	\$976,399	\$930,071	\$976,880	46	40	49	45	30	28
Monterey Area	\$950,000	\$1,185,000	\$1,126,500	\$1,036,681	\$1,558,601	\$1,405,261	49	43	33	48	57	44
Pacific Grove	\$1,375,000	\$1,495,000	\$1,400,000	\$1,621,172	\$1,664,483	\$1,745,406	43	42	31	29	44	36
Pebble Beach	\$2,600,000	\$2,192,500	\$2,967,500	\$3,288,903	\$2,803,500	\$3,562,500	79	64	70	31	20	16
Seaside	\$805,000	\$830,000	\$713,500	\$865,144	\$855,330	\$889,706	52	25	39	40	31	18
These charts are based on data supplied by the Monterey County Association of Realtors Multiple Listing Service. Neither the association nor the MLS guarantees or is										283	283	217

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	Ten-Year Median Sales Price											10-Year
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Change	Change
Carmel-by-the-Sea	\$1,550,000	\$1,607,500	\$1,700,000	\$2,000,000	\$1,875,000	\$2,200,000	\$2,750,000	\$3,000,000	\$3,007,500	\$3,450,000	14.7%	122.6%
Carmel Area	\$869,000	\$1,065,000	\$1,050,000	\$1,297,500	\$1,225,000	\$1,450,000	\$1,550,000	\$1,700,000	\$1,620,000	\$1,625,000	0.3%	87.0%
Carmel Highlands/Big Sur	\$1,857,500	\$1,685,000	\$1,937,500	\$1,597,500	\$1,775,000	\$2,645,000	\$2,375,000	\$3,709,000	\$3,000,000	\$3,640,000	21.3%	96.0%
Carmel Valley	\$836,000	\$950,313	\$937,000	\$1,000,000	\$950,000	\$1,300,000	\$1,500,000	\$1,500,000	\$1,495,000	\$1,570,000	5.0%	87.8%
Marina	\$442,500	\$490,000	\$537,200	\$599,000	\$639,000	\$675,000	\$792,000	\$849,000	\$875,000	\$930,000	6.3%	110.2%
Monterey Area	\$610,250	\$656,500	\$722,500	\$772,000	\$740,000	\$850,000	\$930,000	\$1,050,000	\$1,074,000	\$1,054,500	-1.8%	72.8%
Pacific Grove	\$780,000	\$800,000	\$886,500	\$889,750	\$958,000	\$980,000	\$1,300,000	\$1,390,000	\$1,497,500	\$1,490,000	-0.5%	91.0%
Pebble Beach	\$1,378,750	\$1,525,000	\$1,575,000	\$1,557,500	\$1,767,950	\$2,100,000	\$2,795,000	\$3,150,000	\$2,690,000	\$2,612,500	-2.9%	89.5%
Seaside	\$405,000	\$445,000	\$495,000	\$525,000	\$540,000	\$593,500	\$700,000	\$757,000	\$750,000	\$817,500	9.0%	101.9%

January 31, 2025

2025



SCHEDULES, TICKETS AND PARKING

January 27 - February 2

■ Pebble Beach Golf Links (6.972 yards, par 72)

■ Spyglass Hill Golf Course (7,041 yards, par 72)

■ Purse: \$20,000,000 **■** Winning share: \$3,600,000 ■ 2nd Place: \$2,160,000 ■ 3rd place: \$1,360,000

■ 2024 Champion: Wyndham Clark (199) (54 holes)

Thursday, January 30

8:35 a.m. • First round — Pebble Beach and Spyglass TV coverage: The Golf Channel, noon to 4 p.m.

Friday, January 31

8:35 a.m. • Second round — Pebble Beach and Spy-

TV coverage: The Golf Channel, noon to 4 p.m.

Saturday, February 3

8:30 a.m. • Third round — Pebble Beach and Spyglass TV coverage: The Golf Channel, 10 a.m. to noon, CBS, noon to 4 p.m.

Sunday, February 2

8 a.m. • Final round — Pebble Beach Golf Links TV coverage: The Golf Channel, 10 a.m. to noon, CBS, noon to 3:30 p.m.

Ticket prices: General admission, Thursday-Friday \$110, Saturday-Sunday \$130, children 15 and under free. Clint's Hospitality at the 15th Green, Thursday-Friday \$400, Saturday-Sunday \$460.

There may be fewer big-name actors and famous musicians playing in the AT&T **Pro-Am these** days, but plenty of superstars can still be seen on the fairways, as NFL legend Tom Brady was last year.

PHOTO/MICHAEL TROUTMAN,



Free spectator and volunteer parking is located at California State University Monterey Bay, near the corner of Second Avenue and Fifth Street in Marina. Free tournament shuttles transport spectators and volunteers from the parking lot to the Pebble Beach Main Gate.

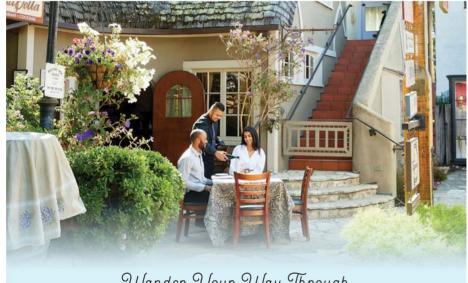
To encourage AT&T Pebble Beach Pro-Am spectators to visit their downtowns instead of hopping the buses from parking lots at CSUMB, the chambers of commerce in Carmel and Pacific Grove are offering **shuttle services**.

Available Thursday, Jan. 30, to Sunday, Feb. 2, Carmel's shuttles leave every 15 to 30 minutes from Carmel Plaza on Ocean at Junipero between 6:30 a.m. and 5:30

The Carmel shuttle costs \$40 per day or \$130 for a four-day pass, and tickets can be purchased in advance at carmelchamber.org or in person at the shuttle stop. Spectators are dropped off near The Hay golf course at the entrance to the tournament. Chamber members receive a \$5 discount, and AT&T volunteers ride for free.

In Pacific Grove, wristbands can be bought online at pacificgrove.org or at the office at 584 Central Ave., and the shuttles run Thursday through Saturday from 6:30 a.m. to 5:30 p.m., and Sunday from 6:30 a.m. to 4:30 p.m., though it's unclear why Sunday would offer shorter hours than Saturday, since both days feature the same number of players on the course, a departure from past years. Passes cost \$30 per day. The shuttle picks up in front of the museum at 165 Forest Ave.

More details about parking, tickets, facilities and spectator rules can be found at attpbgolf.com.



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THE PLAYERS

Even among golf's legends, Wyndham Clark stands out

By MICHAEL JAMES

OLF'S GREATEST players, from Ben Hogan, to Jack Nicklaus and Sam Snead, to Tiger Woods, all won the AT&T Pebble Beach Pro-Am. None were victorious with any better golf or in more unusual circumstances than Wyndham Clark.

With a third-round, 12-under 60, the lowest competitive round ever posted on

Pebble Beach Golf Links, he claimed the weather-plagued 2024 AT&T in its debut as a Signature Event on the PGA Tour.

Amazing round

Clark, 31, who is defending his title this year, finished with a 17-under-par 199 total in the 54-hole event after inclement weather canceled Sunday's and Monday's potential final rounds. He finished with a one-shot margin over Ludvig Aberg of Sweden and a two-shot advantage over Frenchman Matthieu Pavon.

Clark's round included two eagles, nine birdies and one bogey. He eclipsed the previous tournament record of 62, shared by Tom Kite, David Duval, Patrick Cantlay and Matthias Schwab.

The tournament winner's score topped the previous overall competitive course record of 61 set by Texas Tech's Hurly Long at the 2017 Carmel Cup, a collegiate event.

"I mean, it was an amazing, fun week," said Clark, No. 7 in the world golf rankings. "I think of all the great memories. I was staying with some good friends that week and we got to spend a lot of time together obviously due to the weather.

"And then obviously the golf part, it was probably the most unique win I've had. It was also really good for me. Anytime you start and you get hot like that, it's really hard to keep it going. I was proud of myself because I made the birdie on 9, then I made the birdie on 10, then 11. Then the little mess-up on 12, I still followed it up with birdies and kept putting the pedal down."

Eagles on 5 and 6

Clark's record round included the epitome of precise putting. He eagled the 5th Hole from 39 feet and the 6th Hole from 42 feet. He had 29-foot and 25-foot birdies on the 8th and 9th holes, finishing the front nine with a record 8-under 28. It was only the fourth 28 in AT&T history and the first since Brent Schwarzrock's front nine in his first round in 2002.

Five more birdies followed on the back nine en route to Clark's 32. He had his only bogey at the par 3 12th. Clark's tee shot landed in the sand trap to the right of the green. His second shot landed in the deep rough between the left-side

bunker and the green. He chipped and skulled his third shot. saved a bofrom gey about

left-handed Accomplishing something none of the game's greats ever did

A sub-60 round was feasible, but its chances ended when Clark's birdie attempt on the 17th Hole stopped an inch in front of the cup.

"I was really impressed with myself doing that, because it can be hard," said Clark. "Sometimes, guys turn that into only a 7, 8-under round, like 'great round,' and you get a top finish. But to keep getting birdies, I was impressed with myself," he added.

"I think anyone who has ever shot 59 or gets into that kind of zone, you don't really think about the score. You're just so focused on the next shot. I really didn't think about it until I got to the 18th Tee

See CHAMPION page 20ATT

CHARLES GRUWELL DESIGN STUDIO

Charles Gruwell is a national award-winning interior designer who has had a 45-year design career filled with prestigious design mentorships, 40 boutique hotels, luxury residential projects and extensive international world travel. Charles returned to his hometown on the Monterey Peninsula in 2020 and has reestablished himself as the Premier Luxury Residential & Hospitality Designer for Carmel, Pebble Beach and surrounding areas. He was mentored by some of the best designers in the world and has worked on projects in San Francisco, Bali Indonesia, Disney Resorts in Orlando Florida, Seattle Washington, Los Angeles, Las Vegas, Hawaii, Sun Valley, Puerto Rico, and Hotels and Luxury homes here on the Peninsula and throughout California.







Photo Credit: Mary E. Nichols



Photo Credit: Robert Miller Photography

He is a Master in the Art of Design with a passion for Coastal Contemporary, Classical European, Rustic Ranch Style Elegance and Asian inspired projects. Charles has a DIVERSITY of Style and Flair that is second to none and has developed a Curated Home Furnishings Collection called CHARLESTYLE. He is known for his artistic prowess, meticulous attention to detail and exceptional design eye. He is available to collaborate with you on your next Luxury Residential or Hospitality commission.

CHARLES GRUWELL DESIGN STUDIO



charlesgruwelldesign.com charles@cedstudio.net (702) 524-6222



Wyndham Clark putts on 18 at the end of his amazing round of 60 - a

Pebble Beach course record — during the 2024 AT&T Pebble Beach Pro-Am.

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THE CHARITIES

Facing long shots, hazards and a risk of going out of bounds

By LISA CRAWFORD WATSON

AST YEAR, Hollister resident Ariana Ventura was finishing high school, working to bring income to her family and preparing to give birth to her son. She didn't own a computer, and her household had no internet access. It might be difficult to imagine that she could have much in common with

golfers playing the well-manicured links at Pebble Beach, competing for millions of dollars in prize money.

Creating opportunity

But decades ago, Bing Crosby didn't have any trouble doing so. He saw a potential connection - one in which golfers and performers like he was, who had money and time to share, could have fun and give back to the community, perhaps

touching the lives of young people like Ventura.

As a result, golf and giving have long paired up during what's now called the AT&T Pebble Beach Pro-Am, hosted by the Monterey Peninsula Foundation. While a \$20 million purse was distributed among last year's winning golfers, charitable giving came close, with \$18 million donated to more than 200 local nonprofits doing important work.

Last year's featured charity was the Hollister-based Youth Alliance, a community-based organization that strives to "create thriving and equitable communities and to equip youth and their families to become change agents." It was established in 1995 by CEO Diane Ortiz, following her commencement from Pacific Union College — she was the first in her family to get that far — with a degree in social work.

The group aims to provide educational opportunities and learning support for students in a safe, constructive environment before and after school. Hundreds of students receive help developing leadership skills daily, along with homework assistance, support in applying for college, and career opportunities and development.

Birdies for Students

Through its Avenida (Avenue) Program, the organization addresses the needs of homeless people aged 18 to 24 by identifying community resources and working with local partners to satisfy basic needs and provide long-term support throughout San Benito County.

During the 2024 pro-am, AT&T hosted Birdies for Students, through which it donated \$5,000 for every birdie or better on Hole 17 to the Alliance to give kids and their families free internet access and digital devices. Through a partnership among AT&T, Monterey Peninsula Foundation,

See BIRDIES page 20ATT





Youth Alliance, a Hollister-based nonprofit, was the featured charity for last year's AT&T Pebble Beach Pro-Am's Birdies for Students contest. The fundraising effort provided 200 computers and internet access for kids.

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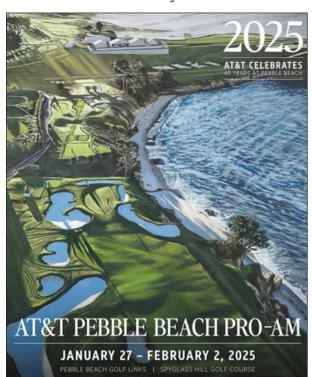
THE ART

Drone shot turned into painting for 2025 AT&T Pro-Am poster

By CHRIS COUNTS

Is IT a photograph or is it a painting? Well, actually, it's a little of both. For the first time, the AT&T Pebble Beach Pro-Am is featuring a dramatically enhanced drone shot on the commemorative poster for this year's tournament.

The commission for the art came about due to a chance encounter in May between painter Simon Dalby and tournament director Steve John.



The stunning image on this year's Pro-Am poster was created thanks to a "magical realist" technique used by artist Simon Dalby.

"Steve invited me to create the painting for the 2025 tournament poster," said Dalby, who lives in the United Kingdom. "We wanted to come up with something a little different from the typical images of this iconic golf course and were fortunate to be able to use this stunning early morning drone photograph."

The drone shot was captured by Jordan Green of marketing agency Golf Space Collective, and Dalby welcomed the opportunity to push the boundaries of what the tournament has previously done with its posters.

"I was delighted to accept the commission and join a long line of distinguished artists who have created original artwork for this event every year," he said. "Golf and art are my two great passions."

According to Dalby, he was given "full license to apply what I call my 'magical realist' approach" to the piece.

"My paintings have the semblance of photographs and yet they are not," he explained. "The colors are just that little bit too vibrant, the composition dreamlike in intensity. The magic comes from the interface between painting and viewer. I'm looking for you to suspend your disbelief, and become absorbed by the alternative reality on the canvas."

Acrylics and oil

While Dalby didn't take the drone shot, he often enhances his own photos, too.

"I work by taking loads of digital photos on my phone. Then I play around with them in the studio, often changing the composition, the lighting, even moving buildings and people around until it looks right," the artist explained. "The next step is to project the image onto canvas, which gives me a speedy way of laying out the base drawing. Then, it's often a layer of acrylic paint to put down the basic tonal areas quickly. But oils from then on. Often many different layers and glazes."

The posters are being sold at the Lone Cypress Shop,

the Spyglass Pro Shop and the 17th Green Merchandise Tent. The original painting will be on display during the

tournament an auctioned off.

For more about Dalby's art, visit sj-dalby.com.

Youth ticket

Encouraging young people to love both golf and art, the AT&T Pebble Beach Pro-Am recently put together its first Youth Ticket Artwork Contest, and, in December 2024, picked the winning design, which was



created by a 12-year-old from King City credited only as Alondra.

A member of the First Tee Foundation as well as a young artist, Alondra was given three AT&T tickets for her efforts, and she plans to bring her parents to the tournament Sunday.

The design — a striking portrait of Pebble Beach's iconic Lone Cypress — will be featured on youth tickets for the 2025 tournament, which is set for Jan. 30 through Feb. 2. The commemorative tickets will be given to kids 15 and under, who get in free with a ticketed adult.

More than 100 young people submitted entries, and the field was narrowed to three designs before the winning image was selected by a poll on social media. You can see Alondra's artwork at the tournament — it's on display at Triangle Plaza at the Pebble Beach Golf Links.

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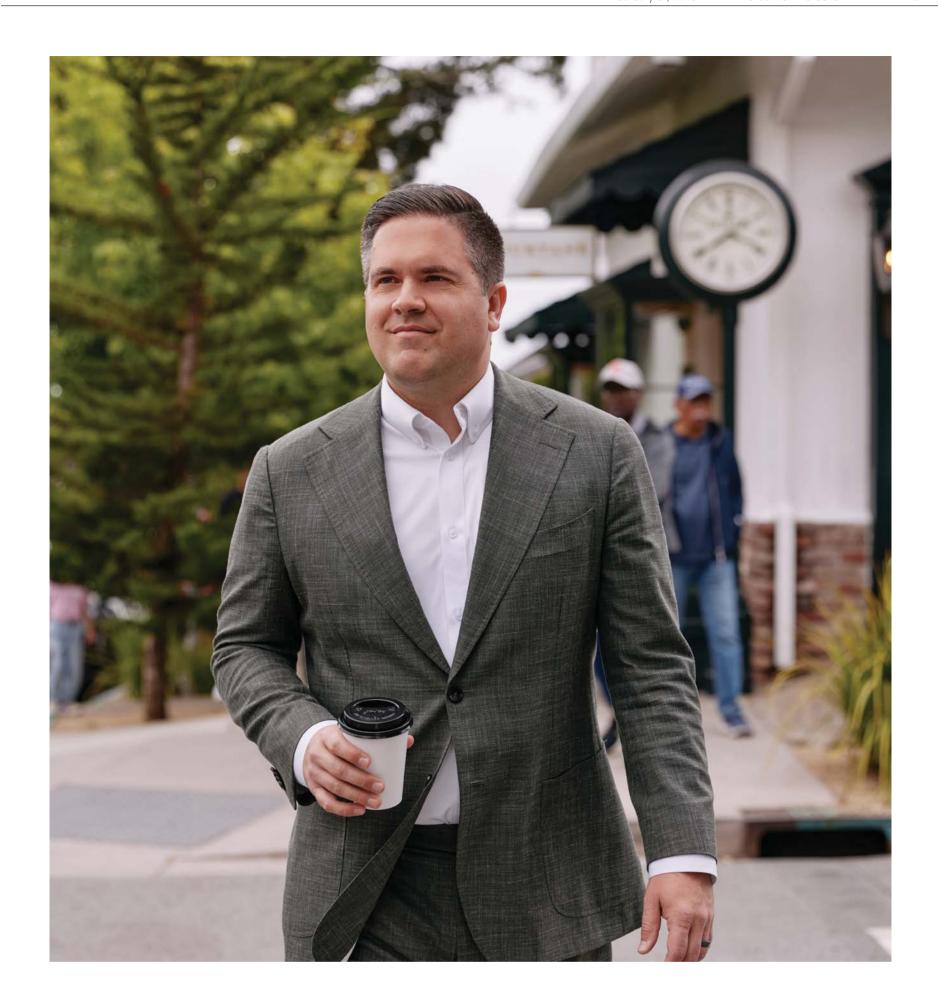
Sold 775 Edge Lane, Los Altos \$5,870,000 | Represented Seller



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2025



THE COMMUNITY

Getting lost at Poppy Hills led to finding true, lasting love

By SALLY BAHO

HARLOTTE ROCHA got talked into attending the 2001 AT&T Pebble Beach Pro-Am by a girlfriend. "She was an avid golfer and had gone plenty of times. I am not a golfer and was leery, but she told me not to worry — there would be plenty of men," Rocha said.

"We were looking for Bill Murray. We were trying to figure out what course he was going to be on that day and

'I bet she knows him. She knows everyone.' got lost," she remembered. They were wandering Poppy Hills when a man named Rob and his friend stopped to ask if they needed directions. "My friend started up a conversation with them and let them know that we were going to be at Mission Ranch for dinner that evening, which is crazy because

he was a complete and utter stranger," Rocha recalled. Meanwhile, the women ended up finding Murray, which Rocha thought would be the highlight of her day.

That evening, as planned, the ladies went to dinner with Rocha's friend's parents at Mission Ranch. Her friend's father is an avid golfer, and the family regularly attends the pro-am, so he had planned accordingly, months in advance, to make sure they'd have a table. While at dinner, she looked up to find Rob and his friend. "Hi again," he said. Rocha was flabbergasted, thinking, "How on Earth did they get a table?"

VIP friend

The two groups enjoyed their dinners, and afterward, Rocha, her friend, and Rob and his friend stuck around at the piano bar. The women asked the men how they managed to get a table. As it turned out, Rob's friend's last name was Singh, and they spun a story to the host that his cousin was famous golf pro Vijay Singh, who would be joining them. They were seated immediately.

A possibility

"We exchanged numbers that evening," Rocha said, but she still felt like the guy was a stranger. However, the fact that she lived in San Jose and he lived in Santa Cruz made her feel like "there was at least a geographic possibility," she said. The following Monday when she went to work — which was in real estate at the time — she told a colleague about her chance encounter. The colleague immediately thought of a thoroughly networked lender who might be acquainted with the fellow.

"I bet she knows him. She knows everyone," the co-worker said. And, sure enough, that was the case. Rob ended up calling her for a date — dinner in Los Gatos on Valentine's Day — and she agreed to go. And, of course, they became a couple.

The following year, they attended the pro-am together. Not long after, they found out that Rocha was expecting a baby, so they got married in Berwick Park in Pacific Grove, not far from where it all began. The couple welcomed a baby boy in May 2003 and bought a house in Gilroy the following year.

"We met in 2001, got married in 2002, had a baby 2003, bought a house in 2004 and have been quiet ever since," Rocha said with a laugh.

After Rocha retired from her real estate career in 2019, another girlfriend who worked for AT&T convinced her to volunteer. Rocha does so annually in the hospitality tent and said she loves seeing friends she's made in years past. Returning every year is like a homecoming for her. "It's the same people over and over again," she said.



PHOTO/COURTESY CHARLOTTE ROCHA

Charlotte and Rob Rocha met on the golf course at Poppy Hills, while Charlotte and a friend were searching for Bill Murray.

But that's not quite the end of Rocha's pro-am story. "My life is a bunch of weird circumstances," she said.

Missing celebrities

"When I showed up to volunteer the first year, they randomly assigned me to make burgers with another woman. When I looked over at her, we both realized that we had not only gone to college together at Chico State, but had also worked at a burger joint together," she re-

See LOVE page 31ATT



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2025 THE TOUR

The Monterey Peninsula is a lot more than just golf courses

By LISA LAPIN

OU LOVE the idea of being outdoors and getting some exercise, but you're looking for

a break from cruising the fairways and hillsides at the AT&T Pebble Beach Pro-Am. Or you'd like to see the non-golf side of this golfer's paradise, to learn more about the region and its combination of attributes found nowhere else. There are plenty of ways to enjoy all that the Monterey Peninsula has to offer, including the splendor of the landscape and numerous engaging activities.

No other major golf venue offers the same rich, robust combination of activities that await

you on the Monterey Peninsula. Here are a few suggestions to explore.

■ Early California history

The Monterey Peninsula was home to California's Rumsen and Esselen tribes, the state's first presidio and shipping harbor, its first Capitol, and was the first location in Alta California that the Spanish

colonized on the West Coast. Monterey State Historic Park (mshpa.org), spread throughout downtown Monterey, has museums and a self-guided walking trail that winds among historic 250-year-old



The Monterey Bay Aquarium is not only one of the Peninsula's most iconic attractions, it's one of the most scenic.

adobes, their secret gardens and the state's first theater. Maps are available at the free Pacific House Museum in Custom House Plaza near Old Fisherman's Wharf.

The Point Pinos Lighthouse museum and grounds in Pacific Grove (bit. ly/4huk8VY) is another place where time stands still, in and around the oldest

See PLACES page 18ATT

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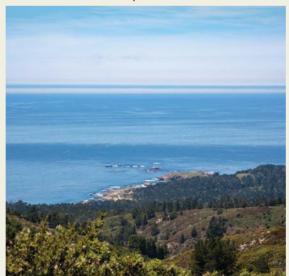
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2025



THE TOUR

PLACES From page 15ATT

continuously operating lighthouse on the West Coast. It will mark its 170th anniversary during the AT&T tournament, having first shined its beacon along the rocky shore on Feb. 1, 1855. Adjacent to the Pacific Grove Golf Links, the meticulously restored lighthouse is full of local maritime lore and open to the public Monday, Thursday and Friday from 1 to 3 p.m. and weekends from 11 a.m. to 3 p.m.

The Carmel Mission Basilica (carmelmission.org) is another trove of local history. In addition to the main church sanctuary founded in 1771, visitors can tour the mission's former residential areas and artworks for a \$15 admission fee. Not to be missed is the Munras Family Heritage Museum, near the rear of the grounds, filled with artifacts belonging to one of the earliest Spanish families of the Monterey Peninsula.



Explore the Peninsula

The Monterey area is one of the easiest places for visitors to safely explore by bicycle or on foot with numerous places to rent bikes by the hour or day, including Mad Dogs & Englishmen with locations in downtown Carmel and Monterey, and Adventures by the Sea — which also rents kayaks.

Start on Scenic Road in Carmel, with views of the beach, Point Lobos, writer Robinson Jeffers' stone Tor Horse and Frank Lloyd Wright's Cabin on the Rocks, also called the Walker House.

Feeling more ambitious? You can follow the carfree Monterey Bay Coastal Recreational Trail, (bit. ly/3Cn3Fei) a paved bike and pedestrian path that runs 18 miles from Lovers Point in Pacific Grove (Ocean View and 17th Street) north through Steinbeck's Cannery Row and past the Monterey Bay Aquarium and Old Fisherman's Wharf, with its restaurants and gift shops. From there, trail traffic calms down considerably as it continues along sand dunes with bay views all the way to the former Fort Ord, Marina, and past miles of agricultural fields to Castroville, aka the "Artichoke Capital of the World." Snacks and water are available for purchase along the outand-back trip — locate them on or near the trail in P.G., Monterey, Marina and Castroville.

Tours and equipment rentals can be found at Big Sur Adventures, Adventures by the Sea, or Mad Dogs & Englishmen. Expect to pay about \$60 for a four-hour rental, more for a tour.

There are numerous places to take short strolls or longer hikes and soak in the remarkable vistas. Asilomar State Beach in Pacific Grove has a boardwalk and trail that runs atop the coastal bluffs for a mile along Sunset Drive. Near Monterey Regional Airport, Jacks Peak County Park offers hiking trails with excellent views from high above the Monterey Bay. To the south of Carmel, Point Lobos State Natural Reserve has many miles of hiking trails with modest inclines and dramatic rocky views, as well as ancient Monterey cypress and Monterey pine

See **SIGHTS** page 24ATT





Opportunities to take in magnificent ocean vistas are endless on the Monterey Peninsula, such as on the rec trail that runs for miles along Monterey Bay (right). Historic buildings are numerous, as well, including the Point Pinos Lighthouse (center). And don't forget the shopping in downtown Carmel (left).

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THE COURSES

CHAMPION

From page 8ATT

Box of those last two because then I only have to birdie 18.' To keep the pedal down and still get more birdies, I was impressed with myself."

The victory for the 2023 U.S. Open winner was worth \$3.6 million of a \$20 million purse. It was his third PGA Tour title in 10 months, adding to his wins at the 2023 Wells Fargo Championship and 2023 U.S. Open.

'It was surreal'

Clark's success on PGA Tour took several years. After turning professional, Clark won at the second stage of Korn Ferry Tour Q school at the end of 2017 and earned status on the developmental circuit. He didn't win in 2018 but acquired his PGA Tour card by finishing inside the top 25 on the points list.

After several potential PGA Tour victories faded in Sunday rounds, Clark began working with a sports psychologist in early 2023. He won his first PGA Tour title in May 2023. Six weeks later, Clark won the U.S. Open, followed early last season with his record-breaking round and victory on the Monterey Peninsula last February.

"It was honestly surreal," said Clark, who completed the 2024 season with eight top-10 finishes in 21 events, including two seconds. "To have a chance to shoot 59, it was pretty special.'

Before last year's win, Clark had competed in the AT&T three times. He tied for 18th in 2020, tied for 61st in 2019 and tied for 65th in 2022.

"I would have obviously loved to have gone and played that fourth round and have the nerves and excitement that you do on a final round, and to come down 18 hopefully with a lead and to win," said Clark. "It's always weird when you play a three-round tournament, but at the end of the day it's still a win and I'm going to count it as a win. Hopefully this year we get four rounds in."

From page 10ATT

and Human-I-T, Youth Alliance received 200 Lenovo laptops loaded with Microsoft software, plus three years' tech support, for students in Hollister and Gilroy.

That brings us back to Ventura. After Youth Alliance gave her a computer provided through Birdies for Students, she graduated from San Benito High School, where she is pursuing adult education classes.

"I am allowed to keep the computer, so I will be able to use it when I go to college to study phlebotomy," she said. "I am determined to work my way up from there in the medical field, so I can provide the most I can for my baby. I want to give him everything I didn't have. I hope more people can know about this program so they can get help, like I did."

Lack of access to computers and the internet is one of the biggest barriers students face in completing their educations, standing between them and the opportunity to improve the quality of life for them and their families.

"A pillar of our program is to bridge the digital divide in our communities," said Eddy Navarro, Youth Alliance senior director of development. "Around 85 percent of our youth come from lower socioeconomic backgrounds and don't have access to digital equipment or transportation to where there is such equipment."

The computers provided through Birdies for Students, Navarro said, give middle-school through college-level pupils the tools that will enable them to learn and access the world and succeed.

This year, the Monterey Peninsula Foundation celebrates AT&T's 40th year as title sponsor, the longest continuous title sponsor on the PGA tour.

"AT&T's commitment to giving back to our community has been the cornerstone of the tournament's charitable impact since 1986," said the foundation's senior marketing manager, Lily Hansen. "Over the decades,



Bill Murray may not be seen around Pebble Beach much these days, but memories of his antics on the golf course still make everybody smile.

proceeds from the tournament have made it possible for the Monterey Peninsula Foundation to fund more than 1,000 nonprofits, responding to the region's most urgent needs, bringing to fruition new healthcare and educational facilities, and advancing access to housing, arts, culture and economic prosperity."

Childhood literacy

The organization designated to benefit from Birdies for Students 2025 is The Foundation for Monterey County Free Libraries, a nonprofit established to help fund programing for three bookmobiles and 17 Monterey County libraries, including those in the most rural sections of the county. This funding also helps provide support for early childhood literacy, homework centers and adult reading, book drives, online tutoring, and technology centers.

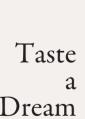
That means with each ticket purchased — and each birdie scored on the designated hole — fans and golfers alike can add "helping local kids" to the list of their accomplishments for the day.

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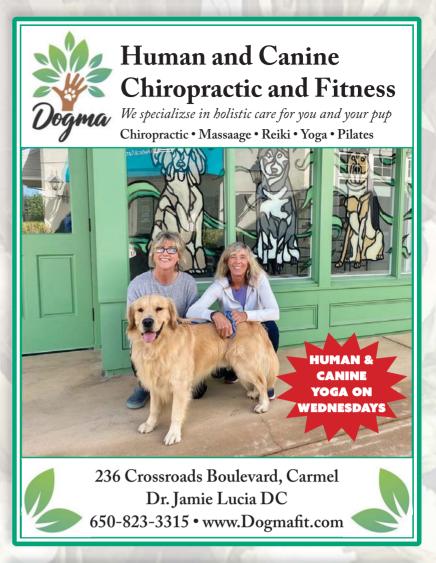


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2025

THE COURSES

January 31, 2025

SIGHTS From page 18ATT

forests, some of the rarest forest habitat in the world. Farther south, Garrapata State Park offers trails along the bluff at the beginning of the Big Sur coastline, as well as inland trails into Soberanes Canyon and redwood forests. Palo Corona Regional Park, accessed from Carmel Valley Road, has several fairly level hikes and a 4-mile roundtrip climb to Inspiration Point, culminating in views of Carmel and Carmel

The Carmel Pine Cone

State and regional park info can be found at parks. ca.gov and mprpd.org, respectively.

■ Check out the wildlife

Otters, sea lions and harbor seals can readily be seen by strolling along the rocky shores from Monterey through Carmel and Point Lobos. A pair of binoculars helps but isn't always needed. Whale-watching ditions depart from Fisherman' j27s Wharf, and odds are good for spotting humpbacks, orcas or migrating gray whales.

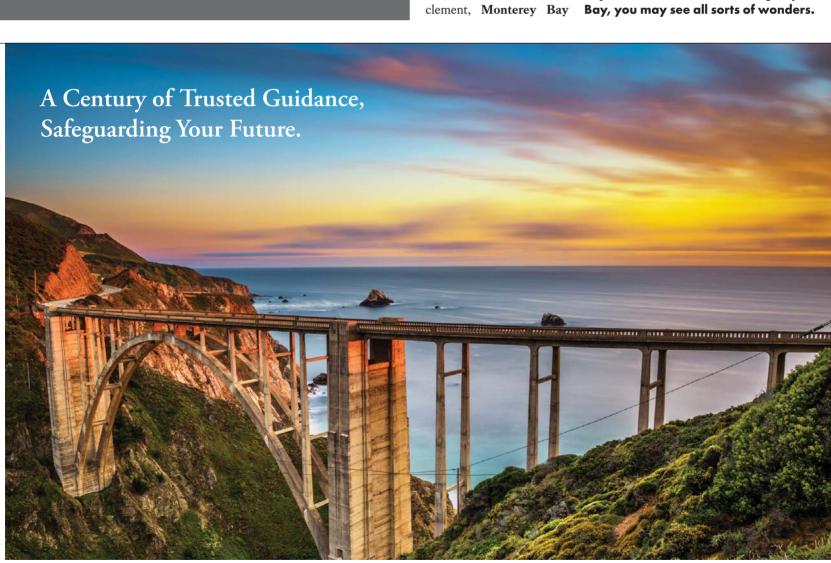
If the weather turns in-

Aquarium (montereybayaquarium.org) provides a close-up, indoor view of local wildlife and marine environments. Purchase tickets online in advance as the place is quite busy on weekends but less so in the afternoons. Another indoor alternative is the Pacific Grove Natural History Museum (pgmuseum.org), which features a different look at local wildlife with exhibits that include an extensive collection of taxidermied birds representing all of the native species of the central California

See **SCENERY** page 26ATT



If you take a whale-watching trip on Monterey



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The Carmel Pine Cone

THE COURSES

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SCENERY From page 24ATT

■ Sit and sip

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The Santa Lucia Highlands wine growing region in the rich alluvial soils on the Salinas Valley side of the Santa Lucia mountain range produces some of the most sought-after wines in California. While the vineyards themselves are about a 45-minute drive from Pebble Beach, clusters of tasting rooms are conveniently located in downtown Carmel and Carmel Valley Village. The fog-cooled region produces world-class pinot noir and chardonnay grapes, not to mention a few Rhone and Italian varietals. Local vintners such as McIntyre, Bernardus, Talbott, Caraccioli Cellars, Holman Ranch, Boekenoogen and Scheid, to name just a few (see montereywines.org), produce a multitude of small-batch estate and vineyard-specif-

ic vintages. Santa Lucia Highlands grapes are so coveted that they are purchased and used by vintners statewide. Wine tasting in most cases is casual and on a drop-in basis, but call ahead to see if a reservation is required or helpful — during the AT&T.

■ Art scene

Downtown Carmel is home to a high concentration of art galleries, many of which can be found north of Ocean Avenue. You'll find everything from oil paintings,

to plein air works, fine photography and sculpture. The Carmel Art Association (carmelart.org) is always worth a visit, as it features the works of dozens of local artists who were juried into its membership. Found on Dolores Street between Fifth and Sixth, the association has been representing local artists since 1927. Displays in its galleries are continually changing, and during the AT&T golf tournament, it will be holding its All-Members Show.

The Monterey Museum of Art (montereyart.org) in downtown Monterey has permanent exhibitions featuring the works of early California painters. It's an easy, quiet place to spend an hour or so perusing its galleries. More California art, including a special exhibition of historic carte maps by the late local artist Jo Mora, can be found nearby at the **Monterey History** and Art Association at Stanton Center (montereyhistory.org).

If you run out of things to do, though, there's always that golf tournament.



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THE COURSES

Peninsula golf offers something for absolutely everybody

Editor's note: This column is continued from last week's edition of The Pine Cone —

■ Pebble Beach Golf Links, Pebble Beach

Celebrating its centennial in 2019 by hosting the U.S. Open for the sixth time - and set to host its seventh in 2027 the Pebble Beach Golf Links is situated on scenic coastal land originally slated for houses. Designed by Jack Neville and Douglas Grant, the course is considered one of the greatest ever created. "If I had only one more round to play, I would choose to play it at Pebble Beach," professional golf icon Jack Nicklaus once said. "I've loved this course from the first time I saw it. It's possibly the best in the world."

Its oceanfront holes, including the dramatic par-3 7th and the spectacular 18th, are particularly captivating. Nicklaus designed the par-3 5th Hole dedicated in November 1998 after the company negotiated a deal with nearby property owners in order to have the coastal hole installed as founder Sam Morse originally envisioned. Pebble Beach has been named the No. 1 public course in the country since Golf Digest began ranking courses in 2003. "It's not just the greatest meeting of land and sea in American golf, but the most extensive one, too, with nine holes

perched immediately above the crashing Pacific surf — the 4th through the 10th plus the 17th and 18th," the publication observed in 2021.

"Pebble's 6th through 8th are golf's real Amen Corner, with a few Hail Marys thrown in over a ocean cove on 8 from atop a 75-foot-high bluff." Pebble Beach hosted U.S. Open Championships in 1972, 1982, 1992, 2000, 2010 and 2019 more than any other course over the past half-century - and in 2022, the USGA announced plans for several more. The course will host four U.S. Open Championships from 2027 to 2044, and after hosting its first U.S. Women's Opens in 2023, it will be the site of three more between now and 2048. When not closed for tournaments, the course is open to the public, with priority given to resort guests.

Green fees are \$675 and include a cart for resort guests. Carts for non-resort guests are \$55, and caddies are also available for a fee. For more information, call (800) 877-0597 or visit pebblebeach.com.

■ The Hay, Pebble Beach

Opened in October 1957 and originally called Peter Hay, the course was the only nine-hole par-3 public option on the Monterey Peninsula and was designed by

See GREENS next page



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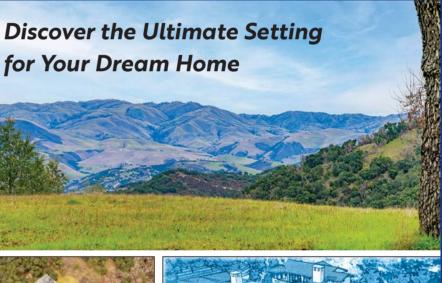
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The Carmel Pine Cone

THE COURSES

January 31, 2025

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P.B. golf pro Peter Hay, Pebble Beach Golf Links designer Jack Neville, and Maj. Gen. Robert McClure, who designed Bayonet Golf Course in Seaside in 1954. The course was scraped to make way for the main entrance for the 2019 U.S. Open and was then transformed into a new par-3 layout designed by Tiger Woods' group

Among its notable features are a replica of Pebble Beach's famous 7th Hole and a 20,000-square-foot putting area. Renamed The Hay, the course reopened to great anticipation and boasts a lively restaurant and bar, Hay's Place, situated at the top of the hill to take in the expansive and stunning coastal views. The cuisine is Mexican-inspired, adding a new flavor to Pebble Beach Resorts' restaurant repertoire. The cost to play is \$75 for resort guests and the general public, and then half-price for those who want to play another round.

Del Monte Forest residents pay \$45, and juniors 12 and under can play for free. The putting course is also free. For information or reservations, call (800) 877-0597 or visit pebblebeach.com.

■ Poppy Hills Golf Course, Pebble Beach

The Northern California Golf Association built Poppy Hills to serve as its headquarters and tournament home on land that was earmarked for a golf course by

Pebble Beach founder Sam Morse, purchasing the 164-acre site in 1977 for just \$7,000 per acre. When it opened on June 1, 1986, Poppy Hills was the first course in the United States to be owned and operated by a golf association. Robert Trent Jones Jr. designed Poppy, which was originally going to be called the Hilltop Course but ended up earning its moniker through a naming contest among NCGA members.

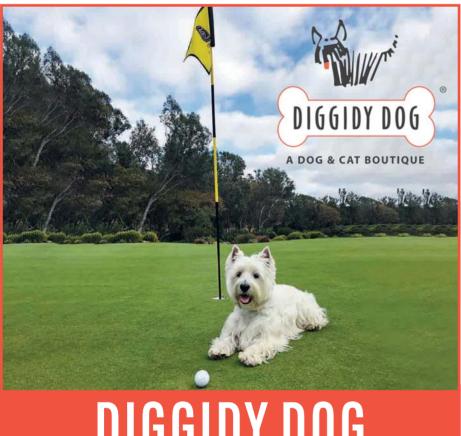
It hosted the AT&T Pebble Beach Pro-Am from 1991 through 2009. The course underwent an extensive renovation by Jones beginning in March 2013, focusing on water conservation and creating "a firm, fast and fun course that unfolds seamlessly through the stunning Del Monte Forest," while reducing irrigated turf by almost 25 percent. The new Poppy Hills reopened April 4, 2014, to many accolades.

Green fees are \$350 for the general public (\$100-\$120 for twilight), with big savings for NCGA members (\$90-\$120/\$60-\$90 for twilight), accompanied guests (\$135-\$175/\$90-\$120 for twilight) and juniors. Carts are \$25 per rider. The clubhouse has a restaurant and full bar, Porter's Grill and Pub, which serves breakfast and lunch and is a popular spot with locals. For more information, visit poppyhillsgolf. com or call (831) 622-8239.

■ The Preserve Golf Club, **Carmel Valley**

When Tom Fazio was hired to design this private, 7,004-yard par-72 course located among the "stands of massive

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ancient oaks, beautiful rolling meadows, ponds and streams" deep within the beautiful, tree-studded hills of the Santa Lucia Preserve, he took a helicopter ride over the raw land, was given a map and survey of every archeological and ecological feature, and "asked to design the golf course of his dreams." The result has consistently made Golf Digest's America's 100 Greatest Golf Courses and other similar lists. Fazio commented.

"It's as if you are going on a grand hike and happen to have a golf club in your hand," and said the course has no signature hole, as the entire place is a signature property. "The course wanders by towering oaks, through rolling savannahs, around wetlands and across seasonal streams with a backdrop of the Santa Lucia Range. It never trumpets its presence; it whispers through the landscape." No tee times are required, and caddies are available. Golfers can't see from one hole to the next and often don't encounter other people at all during an experience designed to incorporate "all three schools of golf design — penal, heroic and strategic.'

The clubhouse serves lunch daily, hosts numerous golfing events throughout the year and contains a pro shop and men's and women's locker rooms.

When the course opened in 1999, membership was limited to owners of property within the preserve's gates, but The Preserve now accepts membership

applications from non-property owners, making Fazio's gorgeous work and the stunning natural setting accessible to more enthusiasts who will truly appreciate the opportunity to play a course that "lets you experience how the game was meant to be played." "'A good walk spoiled?'" they ask. "Mark Twain had it all wrong."

Contact (831) 620-6700 or register at santaluciapreserve.com for information.

■ The Quail, Carmel Valley

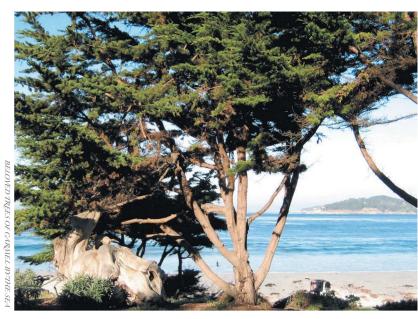
Formerly Quail Lodge & Golf Club, the property and its lodge underwent a refresh and a rebrand last year, but its friendly course still provides "an enjoyable golfing experience perfect for all ages and skill sets.'

The Quail course was abundant with 10 lakes and lush, colorful landscaping when it was designed in 1964 by Robert Muir Graves, but subsequently underwent major renovation by principal designer Todd Eckenrode of Origins Golf Design, with increased water conservation in mind. The resulting 6,500-yard par-71 course, described as being "perfect for the walking golfer of all ages and skill, offering just enough bite to make it interesting," reopened in May 2015 and includes "some of the Monterey Peninsula's most unique bunker designs trimmed with fescue lips, short grass areas that surround the greens to provide more shot options, and challenging grass swales that come into play on seven holes."

It's also annually awarded "Best Play-

See FAIRWAYS next page

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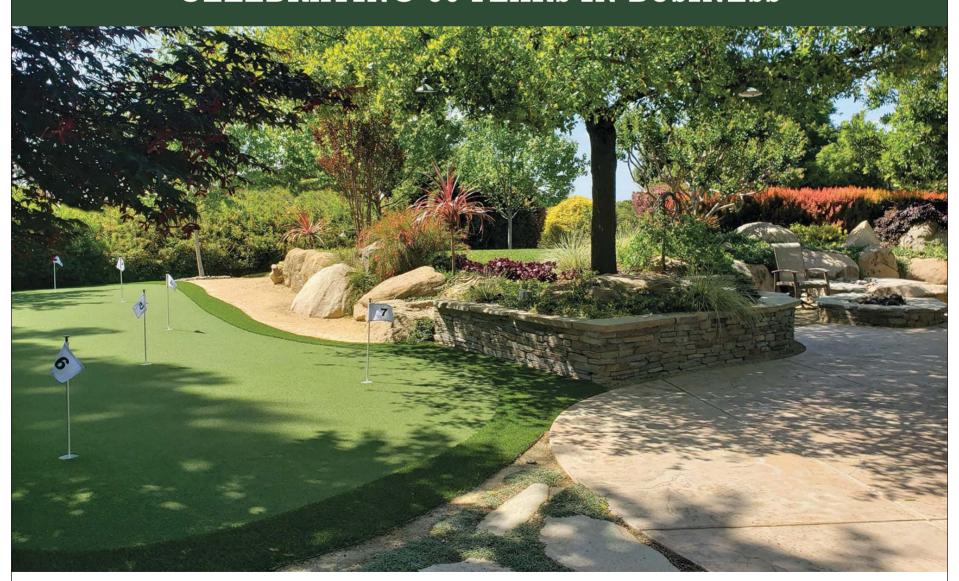
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THE COURSES

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ing Conditions" for all of Central California. Green fees vary greatly based on date and time, but generally run from \$300 to \$150. Practice facilities feature a 7-acre driving range, a bunker, chipping areas and a 6,500-square-foot bent grass putting green. Instruction, custom club fittings, shoe and club rentals, pull carts, golf carts and other services are available, too. Located at 8205 Valley Greens Drive, the course is complemented by a nicely appointed clubhouse and Edgar's restaurant, named for the late founder and longtime

Edgar's offers lunch from 11 a.m. to 3 p.m. and Happy Hour from 3 to 5 p.m. daily. The lodge's Covey Grill serves breakfast daily from 7 to 10:30 a.m., and dinner Wednesday through Saturday from 5 to 9 p.m. For more information, contact the golf shop at (831) 620-8808 or visit quaillodge.com/golf.

■ Spyglass Hill Golf Course, Pebble Beach

owner Ed Haber.

Designed by Robert Trent Jones Sr. in 1966 as part of the master plan for the Pebble Beach oceanfront, this resort/semiprivate course measures 6,960 yards at par 72 and was described by Sports Illustrated as "Pine Valley-by-the-Sea meets Augusta National." Other major golf publications, "propose it is one of the toughest courses in the country, and the best course to nev-

er host a major."

"The greatest meeting of sand and trees," as the company describes it, Spyglass takes its name from Robert Louis Stevenson's "Treasure Island." Local legend has it he spent time walking in the area while brainstorming, and many of its holes bear notable names, like Black Dog and Billy Bones. A year after the course was completed, Spyglass replaced the Monterey Peninsula Country Club in the Bing Crosby Pro-Am Golf Tournament in 1967 and has been part of that contest — now called the AT&T Pebble Beach Pro-Am — ever since.

"The defining characteristic of Spyglass Hill is how starkly the first five holes juxtapose the rest of the round," the course description states. "Incredible ocean views give way to the understated natural beauty of the Del Monte Forest, as the final 13 holes relentlessly examine your game with a litany of bunkers, ponds and uphill tests." The PGA Tour consistently ranks Holes 6, 8 and 16 among the most difficult on the tour. But don't be intimidated.

When the course opened, Bing Crosby bet that even Jack Nicklaus wouldn't be able to break par, with Nicklaus promptly shooting a 2-under 70 in his inaugural round. The rate to play is \$495, with an increase to \$525 April 1. Carts (included for resort guests), pull carts and/or caddies are available. The course is located at Stevenson Drive and Spyglass Hill Road in Pebble Beach.For reservations, call (800) 877-0597 or visit pebblebeach.com.

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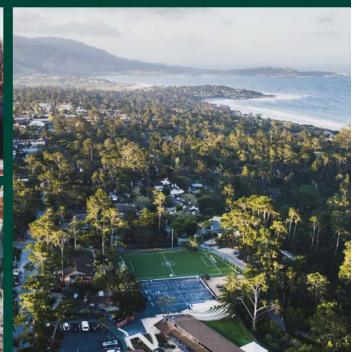
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■ Tehama Golf Club, Carmel Valley

"Welcome to Tehama Golf Club... where the golf is legendary, the service is impeccable, and the memories last a lifetime." This private course is named for a Native American word meaning, "abundance of nature." Jay Morrish, who also designed Shadow Glen in Kansas City, Troon and Troon North in Scottsdale, and Loch Lomond in Scotland, created this 6,506-yard par-71 course high in the hills above Carmel Valley. According to Tehama, "the tranquility and natural beauty of the land, combined with this time-honored game, provide the golfer a surreal hideaway."

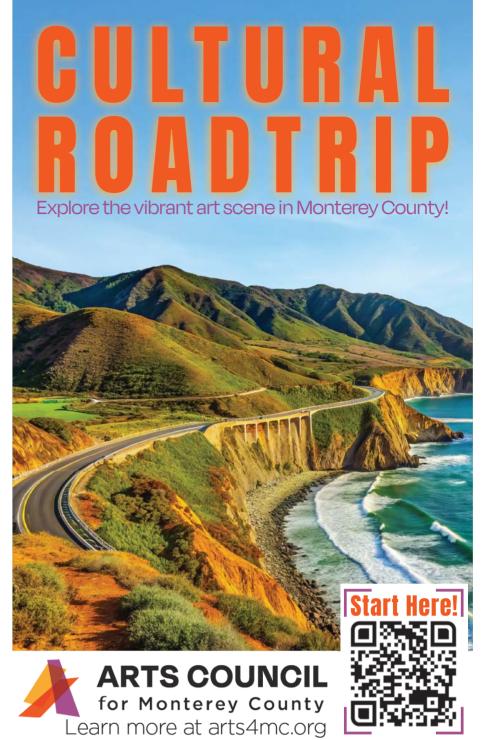
Owned by former Carmel Mayor Clint Eastwood, the course opened for private play in 1999 and climbs 200 feet in elevation during its 18 holes, six of which are uphill. "Golfers of all levels will appreciate the vistas of the Monterey Bay and the mountains surrounding the adjacent Carmel Valley," according to Tehama. "Amongst trees of grandeur and some of the best manicured greens in golf, you will experience a challenging layout like no other." Membership is private and by invitation only, and those lucky enough to join have access not just to the course, but to the clubhouse, with its full-service proshop, world-class cuisine enjoyed casually in the saloon and on the terrace and more formally in the dining room, and banquet facilities that boast stunning views of Carmel Valley and the Monterey Bay. (Among Tehama's signature touches are homemade potato chips and freshly baked cookies — a perfect pick-you-up after a challenging round.) The surrounding 2,000-acre development is home to just 90 families.

For more information about membership and other aspects of Tehama, which is located at 25000 Via Malpaso off Carmel Valley Road, contact Vince Ferrante at (831) 622-2208 or vferrante@tgcmail.net, or visit tehamagolfclub.com.

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counted. They spent their shift catching up on life and making burgers for the other volunteers, which is about as full-circle as you can get.

Rocha enjoys the volunteer appreciation activities and attends them all, although she noted that she misses the celebrities. "It used to be really fun bumping into celebrities on the greens. You don't really get that now," she said. She liked how approachable they were, and that they were willing to chat with everyone. Nevertheless, Rocha plans to continue volunteering at the hospitality tent for the foreseeable future. She also gives her time to Pebble Beach Food & Wine, and at Laguna Seca for Monterey Bay Veterans Inc. Who knows what chance encounters remain in store?















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