

WOMEN IN BUSINESS

LOCAL WOMEN – REAL SUCCESS

A fiber network with a strong legacy system

By LISA LAPIN

BURSTING WITH brilliant colors, materials and inspiration, a trio of local fiber businesses are much more than popular crafting boutiques owned by women. They are part living room, part art studio, part classroom and part community center, forming a creative hub for makers and artists from throughout the region and well beyond.

On any given day, you will find customers knitting on a cozy couch at Monarch Knitting in Pacific Grove, where Bash, an enormous Bernese mountain dog, is the official greeter. A couple of blocks away at Back Porch Fabrics, the store walls showcase quilts made by the friendly staff, who are ready to pull up a chair and offer help on any project. And in Monterey, Slow Fiber's artist-owner Jaki Canterbury is ready to advise on any clothing upcycling or fabric-revival project, with her extensive supplies and wide variety of hard-to-find materials.

The businesses form a rare trifecta of in-person resources and education for knitters, quilters and sewers. They are thriving in an increasingly online world in which it has become more difficult to get live advice and touch textiles before committing to buying. The three shops also feed a robust fiber-art community on the Monterey Peninsula, where knitting and sewing are increasingly being taken up by younger people and the Monterey Peninsula

Quilters Guild is one of the most active in the country.

"What we all have in common is that we provide top-notch places where you can just come hang out and sew," said Claudia Sammis, a landscape quilting artist and owner of Back Porch Fabrics. "We all want people to feel comfortable just coming and being together and learning together and sharing their craft together. It's such an amazing fiber art community here."

Lots of advice

Sammis was a longtime customer before she took over ownership of the quilting boutique last fall from Gail Abeloe, who had built the business and operated it for 28 years. "When we heard Gail was going to retire, we felt we needed to keep a great store here. She taught so many people how to quilt and encouraged the community. We all wanted to keep it going. What we have here is exceptional with all the staff staying on. They are all really experienced, so if you come in, you can get help and lots of good advice."

Ann Patterson, proprietor of Monarch Knitting since 2013, came about her store ownership in a similar manner, having been a longtime customer.

"I needed a special order, and the owner told me I couldn't place the order because



Ann Patterson, proprietor of Monarch Knitting, keeps traditions vibrant.

FIBER *cont. page 11W*

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

An ancient art flourishes in new, safe settings

By ELAINE HESSER

SCARS COME in a variety of shapes and sizes, like reminders of old childhood injuries or marks left after an operation. Others are invisible, etched by heartbreak, trauma or loss. Some local tattoo artists told The Pine Cone that healed wounds can be beautiful badges of honor — especially with a little ink.

Of course, body art is often whimsical and can simply commemorate a happy occasion. However, three local studio owners said they routinely delve into more complex and significant shades of meaning with their work and clients.

Covering post-surgery scars with art is fairly common, and someone who has weathered a life-threatening disease can use the opportunity to highlight a warrior mentality. Or, someone might have a phoenix rising from the ashes placed where their chemotherapy port used to be. There are even artists who can draw realistic 3D “nipples” to help breast cancer survivors look and feel better after mastectomies.

Sarah Twigg, co-owner of Wholehearted Tattoo on Franklin Street in Monterey (wholeheartedtattoo.com), was raised locally but moved away for a time. She spoke of “a traumatic childhood” in which — among other things — she wasn’t allowed to make her own choices about art, music or her appearance.

First tattoo

Sitting in her studio, its walls covered in brightly colored images of body art, she said her illicit first tattoo at 15 was a way to “take back and reclaim” her identity. Some artists suggested they can also be a means for survivors of sexual assault to reassert control over their bodies.

*Healed wounds
can be beautiful
badges of honor —
especially with a
little ink*

In Carmel Valley, Song Dog Studios (songdogstudios.com) owner Iris McWilliams talked about her clients, mainly women, “marking experiences, transitions and journeys into their skin.” Like her Peninsula counterparts, she is dedicated to maintaining a caring environment, and the vibe in the studio she shares with another artist — Ellen Walker, of Wayfinder Ink — is peaceful, almost spiritual.

“Women are looking for something — a connection, a safe place,” to get inked, McWilliams said. “Ninety percent of them have horror stories of previous experiences with tattoos.”

McWilliams does handpoke work — no electric gun, just a sterile, slender needle she dips in ink like a quill pen and then presses into the skin.

“It’s how tattooing was done forever, with something sharp and some ink,” she

TATTOO *cont. page 12W*



Sarah Twigg, co-owner of Wholehearted Tattoo in Monterey, creates some art on one of her clients.

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

Call her lucky, call her blessed — and don’t ever count her out

By ELAINE HESSER

WHEN LISA Steiny’s back started hurting in 2014, she was happy that her husband, Doug, was attentive. Partners in life — and in real estate at Sotheby’s — they met when Doug sold her a house in Carmel Valley and have been together 28 years.

“Most husbands would say, ‘take an aspirin, you’ll be fine,’” she said, but her fitness-minded spouse was concerned. He gave her a massage, but the relief was temporary. There was no obvious cause — she hadn’t injured herself — so, short on answers, “He had me lie on my back and felt my abdomen.” He found a hard mass, and when he pushed on it, pain radiated to the sore spot in her back.

“He got a look on his face I didn’t want to see,” she said. Based on where the mass was, she contacted her longtime gynecologist and explained what was going on. He fit her in first thing the next morning. She left his office before 10, and by 3 p.m., she’d seen a radiologist and had a diagnosis: Stage 1 lymphoma, with one enlarged lymph node.

Steiny had worked for an oncology office decades earlier and recalled thinking, “If you’re gonna get cancer, this is the one you want. It’s easy to treat and there’s a good prognosis.” She was referred to Dr. Roger Shiffman, whom she knew from working there, and Dr. Ronald Garren for treatment.

That was 11 years ago. Despite her optimism, she had three relapses and has been through 18 rounds of chemotherapy as well as a stem cell transplant at UC Davis in 2023, but is now in remission.

She’s grateful for the “bonus years,” as she described them, during which her two

children graduated from high school. She has been able to help her aging parents, too, all while getting her real estate license and supporting her husband’s work.

Starting from nothing

Steiny was the middle child of three girls born into an Air Force family. “They came from nothing and built a really good life,” Steiny said.

Her dad was stationed in Southern California, but when he was sent to Vietnam, Steiny’s mother, who was from England, took the kids and moved in with her own mom in London for a year.

After her father’s discharge and the family’s return to California, her dad got a job at then-Chapman College’s new program designed to help active duty military get an education. It was in Fort Lee, Va., however, which wasn’t much to anyone’s liking.

“It was a culture shock,” she recalled, and all three daughters told him they wanted to return to the West Coast. When he was offered an equivalent position at Fort Ord, they had a family meeting and decided that even though it would be farther north, they wanted to return to California.

“We were so lucky to land here. When we were in the military, we had no money. We lived paycheck to paycheck, and my parents would send money to their parents.” Her mother began working as a teacher’s aide, demonstrating to her daughters that an outside job was a viable option even if you had kids.

By 1983, Steiny had graduated from high school and settled into a job as a



STEINY *cont.* page 26W Lisa Steiny with her partner in life and at work, Doug Steiny. Lisa credits Doug with a lifesaving find.

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Little alleys give way to surprisingly colorful outbursts

By LILY PATTERSON

“**HAVE NOTHING** in your house that you do not know to be useful or believe to be beautiful,” said William Morris, the 19th century English polymath associated with the Arts and Crafts design movement. He probably would have enjoyed meeting local artisans Minori Shironishi and Beata Vavrova — it’s their job to beautify every-day life through touchable textures and exquisite worlds of color.

Browsing the displays in Shironishi’s lifestyle and home goods shop, located off Sixth Avenue between San Carlos and Mission, you might find it a little ironic that her story begins with the color black. “Five shades of black!” according to her.

Born in Tokyo, the Carmel Middle School alum immigrated to the Monterey Peninsula as a child. Shironishi and her mother briefly relocated to Massachusetts, where, working at a clothing store during high school, she saw her first piece of Yohji — the moniker for the fashion brand founded by Japanese designer and master tailor Yohji Yamamoto in 1972.

“I decided to take measurements of the garment and copy it, and that’s what I wore to my high school graduation,” said Shironishi. It was black, of course. The Yohji brand is synonymous with black — the designer’s signature color which, Shironishi added, comes in five shades.

First American

She went on to attend Parson’s School of Design in New York City for fashion design. Meanwhile, Yamamoto’s star was rising as he began showing collections from Paris, to New York, in the early ’80s. In 1988, Yamamoto opened the U.S. flagship Yohji store in New York.

Shironishi was their first American hire. She was quickly promoted to store manager and, subsequently, manager of the brand’s entire U.S. operation.

Twenty-two years with the same company is one way to build a career — along with a serious collection of designer duds. “For 15 years, I kept four storage units’ worth of archival clothing,” Shironishi admitted. Her first effort at closet cleaning was donating historically significant garments and accessories to The Metropolitan Museum’s Costume Institute.

Setting up shop

Her last year with Yohji came in 2010. It was time for Shironishi and her husband, furniture designer Philip Rodrigue, to go somewhere that better suited their growing family. Their move back to the Peninsula would prove a creative homecoming, too.

In 2012, Shironishi and Rodrigue set up shop at local farmers markets, selling their now-signature hemp tote bags stamped in bright, playful patterns, which she described as “a reaction to working with black for so long.” They called their joint venture Bee, Bark & Moss.

They began eyeing a space off Sixth Avenue between San Carlos and Mission. Shironishi had built a network of artisans and fabricators, including Ondi McMaster of AtelierOM. McMaster uses her own kaleidoscopic textiles to create the stunning technicolor kimonos and wrap coats sold at the brick-and-mortar shop, and she supplies materials for Rodrigue’s work.

Once you find your way down the tiny alley, it’s hard to miss Bee, Bark & Moss,



Minori Shironishi of Bee, Bark & Moss curates high fashion and heritage craftsmanship in her shop.

ARTISANS *cont. page 19W*

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

Deep-rooted and transplanted hospitality traditions

By TULLAH MCCOLL

THEY WERE worlds apart before opening up shops not far from one another in Carmel Valley Village, with similar hopes of bringing people, cultures and food together in a welcoming environment for all.

Although they have different back-grounds, Analuisa Bejar from Mexico City and Sophie Hauville from Normandy, France, each came to the Monterey Peninsula with a dream and was pleasantly surprised by Carmel Valley locals who generously welcomed them into the community.

Having known and loved the area — and the idea of starting her own small business here — Bejar obtained a small investor visa and arrived in Carmel Valley in May 2022. Her brother suggested the location, as he’s lived and worked in the United States for years and been a regular visitor to the Monterey Peninsula. She began to create an inviting space for people to enjoy quality food and be surrounded by good people. She decided to call it Sunny Bakery Café.

“I changed the name to Sunny Bakery for a few reasons,” explained Bejar. “One, because the Carmel Valley is always sunny. It is also important we have a sunny disposition, my family name is Solar, and our weekend home in Mexico was called Casa de Sol. It just made sense.”



Analuisa Bejar brought a decade of experience working with food in Mexico City to her delicious creations at Sunny Bakery in Carmel Valley.



Working together

Bejar has extensive culinary experience, not limited to the kitchen. For a decade in Mexico City, she wrote as food critic, developed recipes, did editing for various well-known publications and helped edit books on making pastry. However, her passion is best shown in her delightful

baked goods that are adored by many.

Located at 18 E. Carmel Valley Road, the name is not the only thing that brings light to the charming café. When creating the business, Bejar made assembling a team that values working together and sharing ideas one of her primary goals, in order to benefit the café and the locals she

cares deeply about.

“My main idea was for it to be a gathering place for the community,” she said.

Not far away, Hauville came to the village with a similar intent. Having grown up in France, she moved to Chicago, Ill., and planned to have a career in marketing

and sales following her business studies. Hauville fell in love with the city and eventually obtained an employer sponsorship visa, which eventually led to getting a green card.

After staying in Chicago for 12 years,

DELICIOUS *cont. page 20W*

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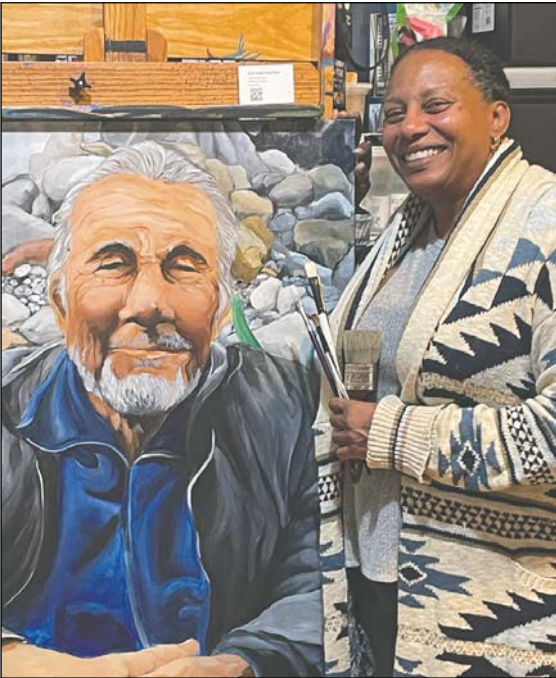
Three artists and three very different roads to the studio

By LISA CRAWFORD WATSON

ARTIST DEBORAH Russell credits her mom with encouraging her and her older sister to be creative via art projects when they were children. Realizing she could develop her artistic proclivities through on-the-job training, Russell became a graphic designer and illustrator in the San Francisco Bay area. Once her children were in grammar school and she felt a little more independent, she enrolled in the Professional School of Fabric Design in Berkeley and unleashed her passion on a freelance job in product development for Pottery Barn.

“When you work in fabric design and manufacturing, you are actually painting the design,” said Russell. “I learned how to design several motifs and then put them on repeat. I’d lay them out the way I wanted that design to replicate. Before that, I was an illustrator, creating package design and wine labels.”

Today, Russell lives in Monterey and commutes over the Laureles Grade into Carmel Valley Village, five doors down from Jerome’s Market, where she owns Peridot Fine Art, an art studio named after her birthstone. There, she has taught watercolors, acrylic, and mixed-media workshops. Students come into Russell’s studio to paint and receive instruction, encouragement and support. And, during the “pandemic pause,” she created some 20 instructional videos so her students could continue to receive her guidance while painting at home.



(From left) Jenn Hallock, Germain Hatcher and Deborah Russell express and share their creative passions in Carmel Valley and Pacific Grove.

“While I primarily paint in acrylics, I tend to teach watercolors,” she said. “Because I was an illustrator, I didn’t want students to come in, draw their designs for two hours and then tell me it didn’t look right or wasn’t good enough, which might keep them from painting. So, I give students a handout of a design they can trace onto watercolor paper and then paint. I want them to be painting and not judging how it should look.”

Just peachy

Born in Georgia, Germain Hatcher spent her childhood in Pacific Grove but returned to the Peach State long enough to spend a couple of years playing the flute in a school marching band as an alternative to gym class. Once back in California, this talent earned her the opportunity to

march in the Electric Light Parade at Disneyland.

By her senior year of high school, Hatcher had turned her attention to art and, after graduating from P.G. High, she went to Otis College of Art and Design in Los Angeles and earned a degree in fine art.

“While I focused primarily on painting at Otis, after graduation I didn’t give myself permission to pursue painting for a long time. I’m a huge reader, so I went to work for Bookworks in Pacific Grove and loved being around books and authors,” she said.

“I also worked at Richard MacDonald’s sculpture studio and eventually became a muralist for the county. When I turned 48, I had it in my head that it was time to retire

ARTISTS cont. page 24W

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WOMEN IN BUSINESS

FIBER *from page 1W*

the store was going to close and she was going to retire,” Patterson said. “I thought that just couldn’t happen. So I went home and talked to my family. I had never worked a day of retail in my life, but I took

a chance and bought it. Now the store has been here 30 years.”

Patterson credits the unusually strong “community of crafters” in the local area for their support of all of the fiber

YARN *cont. page 13W*



Jaki Canterbury’s shop, Slow Fiber, is also a classroom where local crafters meet and learn.

WELLS FARGO

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The Women of Compass Carmel



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

TATTOO *from page 2W*

said, adding that the process feels “slower and intentional.” For millennia, men and women have given and gotten markings for tribal identity, ornamentation and religious expression. However, in the 20th century in the United States, body art was a man’s province and usually signified time in the military, prison, or a gang.

Not just a guy thing

Nowadays, it’s much easier to find women like Pep’r Hampton, who owns a studio in Sand City. She said she was fascinated by photos of people giving and getting tattoos in Thrasher, a magazine for skateboarders, but it was a daunting notion at first.

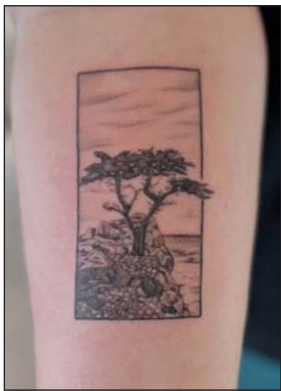
“Have you ever walked into a tattoo shop?” she asked.

Describing the scene when she entered it five years ago — and as it still exists in many places — Hampton

called it “a macho job,” and said “women were not very welcome.” But, she noted, things are evolving.

“There used to be a stigma. It’s different, more accepted now than before.” Hampton’s website (peprink.com) suggests a peaceful experience, and her gallery includes beautifully detailed representations of flowers, underwater scenes and fantastic imagery that evoke myth and legend.

Twigg chose her location — with light streaming in through large windows — with her partner and mentor, Chago Garcia.



PHOTO/LORINDA K. PHOTOGRAPHY

Pep’r Hampton practices her work on “fake skin” to achieve fine detail, as seen in this cypress tree.

She met him in a tattoo shop in Colorado where she had a job at the front counter. Her first experience working in the business was “like a puzzle piece. It felt just right. These were my kind of people.” After Twigg asked Garcia to teach her to give tattoos — she’d been drawing since she could hold a pencil — they ended up going on the road for six months, visiting 13 states and working as guest artists in shops along the way, followed by a longer stint in Washington state.

She said, “It was a unique apprenticeship. I got to see lots of different shops, cultures, customers — and learn what not to do.” Eventually, they came to Monterey and found the sunny second-floor spot where she and Garcia could “create a safe place for clients.”

They signed a lease March 2, 2020, then weathered whack-a-mole openings and closings of the Covid-19 pandemic until things took off in 2021.

Twigg said they appreciated the tremendous local support they’ve received, and they have given back by donating to multiple nonprofits and developing close ties to the LGBTQ+ community.

Her travels had exposed her — like Hampton — to some “less than welcoming” situations, especially for women, something she cares deeply about avoiding for her clients. “You’re so vulnerable when you’re getting

INK *cont. page 21W*



Heinrich Brooksher
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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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WOMEN IN BUSINESS

YARN from page 11W

businesses. “We are so lucky to have three stores here that are locally owned and women-owned, it’s really remarkable. In many places, they’ve all gone out of business.”

Close-knit community
Slow Fiber is the newest addition, opening in 2020 just five days before the pandemic shutdowns. Canterbury, a conceptual artist who works in textiles, was initially worried that Covid-19 would end her vision of having a store focused on minimizing the waste so prevalent in the garment and fabric industry. Instead, her business thrived.

“Everyone was at home and wanting to be creative, and also wanting to be sustainable,” Canterbury said. “I was running a mending bar for people who wanted to make clothing repairs. We were meeting on Zoom. Then, we were custom-making and selling cloth Covid masks. I realized then, it wasn’t just about fixing things, it was about making connections and forming a community.”

Today, Slow Fiber is busy, helping people make and mend their own clothes as well as providing resources for textile artists and others crafting with fiber. Her boutique carries a wide array of new fabric left over from manufacturing, as well as donated, pre-owned and recycled fabrics and a full array of sewing notions, from buttons, to all types of thread, to sewing machine needles.

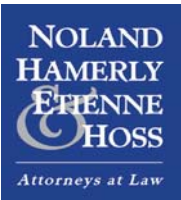
“I want to be a place to meet people’s needs and help them with advice,” Canterbury said. “You have holes in your cashmere sweater? Here’s how you fix it. You want to make a shirt? Here’s what you need to get started.”

Canterbury has a classroom in the back of the store where she holds workshops

STITCH cont. page 18W



Monarch Knitting’s Ann Patterson with Bash (top), the store’s manager Koryn Stone (above).



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

Building strength is hard work. They want to make it work for you.

By LILY PATTERSON

ONE IS a former competitive boxer whose contagious energy and “rare, like meat” — as in “raw” — workouts can convert anyone, even refined Pilates ladies.

The other is a longtime personal trainer who says everybody should feel welcome in the weight room — lifting the heavy stuff is key to a longer, stronger life.

Masha Cavazos of Boxing Strong and Valerie Valdez of Strength Monterey have pushed, pulled and punched their way to make space in Monterey and in the industry at large.

“In a male-dominated field, there’s a lot of typecasting,” said Valdez, whose science-backed approach to weightlifting is informed by her background in physical therapy.

“Everybody is meant to carry lean muscle mass — it helps you perform in life better and it mitigates chronic diseases and fall risks,” she explained. “But I’ve seen that most people, especially women, are more intimidated by strength training than any other workout.”

Born in Russia, Cavazos credits her parents with introducing her to athletics at an early age. Ball sports weren’t her thing and other activities “got easy,” until boxing came along.

“I fell so in love with boxing — personally, psychologically, physically. The benefits are immeasurable,” said Cavazos, a USA Boxing Silver Level Coach.

Challenging journeys

“I have 70-year-old women who have done Pilates forever come to me and say, ‘I need to do something new, but I don’t want to get hit.’ There’s so much emotional stigma with boxing,” she emphasized. “You don’t go into soccer thinking, ‘I’m going to sprain my ankle.’ Everybody seems to think they’re going to end up with a broken nose if they box. But there’s so much more to the sport than sparring.”

The two intrepid trainers share a mentor — exercise and nutrition specialist Jolie Kobrinsky, owner of PRIME Fitness in Monterey — whom Valdez and Cavazos say inspired them to open their own spaces.

Strength Monterey (strengthmonterey.com) celebrates



Masha Cavazos (left) of Boxing Strong and Valerie Valdez of Strength Monterey emphasize the mind-body benefits of being strong.

its fifth anniversary in June, in a bright, airy location on Munras Avenue between Abrego and Fremont. Valdez moved in two years ago, when she was about to lose her lease at her previous gym. She had three months to make the new space work, she said.

“So I was putting in 10-hour workdays with clients, then coming over here for three to four hours, painting and putting in flooring,” with help from her husband and

TOUGH *cont. page 27W*



Located across from The Lodge in Pebble Beach, **Marchesa Jewelry** opened its doors in 1985. Founded by a mother daughter team; Louise Trout and Connie Teal. This partnership has developed into an ongoing family legacy with co-founder **Connie Teal** and her sister **Melissa Davis-Rozsa**, a graduate gemologist and jewelry enthusiast. Melissa joined the family business in 2012 as a manager now a co-owner. Both sisters grew up in the business, each following their individual paths to establishing one of the most prominent stores in the area. “The two sisters” remain committed to providing exquisite jewelry and luxury gifts, such as Herend and Lalique, while building relationships with clients locally and abroad. Visit the store to meet these women and their amazing sales team. Connie and Melissa wish to thank their clients for their continued support and good will.

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Northern CA Weimaraner Rescue
Associate to Lisa Talley Dean
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Kim Bartholomay
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Celebrating the *Women* of Carmel Realty Company

RELATIONSHIPS MATTER. These extraordinary women exemplify excellence in business while demonstrating compassion and charity through fierce dedication to their community. The team is honored and privileged to live in this community, sharing its growth and development by supporting a number of local organizations that make this a special place to live. They work collaboratively to deliver exceptional results for their clients, our company and the overall community.

Thank you for all that you do to make our community better!



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

STITCH *from page 13W*

on projects ranging from scarf- and trouser-making to cloth collage. A popular class focuses on making small handbags and phone cases. She leads an annual summer camp in San Juan Bautista, where several dozen people gather to make garments and share ideas.

Monarch Knitting and Back Porch Fabrics also hold an array of in-store classes, where students of all ages gather around the equivalent of a dining room table and work together. Workshops are held monthly and include beginning crochet and quilting as well as more advanced techniques, such as applique quilting or elaborate Fair Isle pattern knitting. Classes sell out almost as soon as they are listed online.

All three shop owners report a resurgence of interest in fiber crafts among

young people. Canterbury said, “They are not making much money these days, so they are economizing. And they want it to be visible and tangible when they wear something, that ‘I made this.’”

Molly Maul, 24, works at Monarch Knitting and proudly wears her own sweaters. “Sewing, knitting, crocheting are all really big. It’s all over social media,” she said. “It’s a lot of young people. They want to create with their hands. It slows them down. And you can’t look at your phone when you are knitting.”

Collaboration

The owners often collaborate and frequently refer customers to each other’s businesses for help or supplies. Each has their own niche and clientele.

THREADS *cont. page 29W*



Quilts are art you can wrap yourself in on a foggy night. The ones on display at Back Porch Fabrics (left) are made by Claudia Sammis (right) and her staff, often with repurposed fabric leftovers.





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WOMEN IN BUSINESS

ARTISANS *from page 6W*

located just around the corner from the brunch bustle at Stationaery. “Visitors and neighbors drop in, not just to shop but to see what we’re working on,” said Rodrigue.

Through floor-to-ceiling windows, past hanging vines and a display of handbags made in furoshiki — cloth folded origami-style into various useful shapes, hand-crafted by Musubi Furoshiki of Kyoto, Japan — you can glimpse Shironishi’s sewing station and a large workbench where Rodrigue upholsters cushions and other commissions for clients near and far.

And what about all that Yohji? Fifteen years into her own venture, Shironishi is finally ready to share — and sell — her stash. You can peek at her collection on Instagram, @msyohjiarchives. “There’s a

lot of remote engagement!” she said, referring to international fashion heads who have contacted her to purchase a piece (or ten).

Shironishi sells a large selection of Yohji garments and accessories at Bee, Bark & Moss alongside leatherwork by Ezra Arthur, jewelry by Matthew Swope and work by several artisans who, Shironishi said, left the fashion world to make something of their own.

Another little alley

So colorful is every square foot of Beata Vavrova’s shop, Bea’s Studio, on San Carlos between Seventh and Ocean, that the space itself appears luminous.

The space is half storefront, half studio, which means Vavrova is never far from

ECLECTIC *cont. page 24W*



Since it’s so close to Stationaery, Bee, Bark & Moss welcomes the wandering brunch crowd.



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Just some of the words her client’s shared to describe their experience with Julie.

“I cannot thank Julie enough for her help in selling my home. Give her the freedom to work her magic and you’ll be one happy client. Julie has a crew that can assist in prepping your home, yard, junk removal, you name it. My home sold for \$40,000 over the asking price! Julie is **reliable, honest, and hard working**, plus she seems to have endless energy too.”

“I’ve now had the pleasure of working with Julie and Carmel Coast Realty on two purchases and one sale in Carmel. It is easy for me to write a glowing recommendation as we had amazing outcomes on all three and Julie is an **absolute gem** to work with.”

“Julie Kavanaugh is an excellent Realtor for the Monterey Peninsula and beyond. She exceeded our home-listing expectations, guiding us with recommendations, open house prep, obtaining 3-buyers in 2-days (all over asking price), negotiations, and an 8-day close. Wow! Julie is **reliable**, managing her contractors, and keeping in touch throughout the process. We highly recommend Julie for your real estate needs.”

“It was great working with Julie. Her responsiveness to our needs, willingness to **go the extra mile**, and overall work ethic when ensuring our home got sold was outstanding!”

“I recommend Julie Kavanaugh with all my heart. She is incredibly **knowledgeable** and does not give up until she finds the perfect opportunity. I was a challenging buyer in this marketplace. 99% of the opportunities were out of my price range but she was patient, supportive and protective of my dream of home ownership. She did not give up even when I did.”

“I cannot say enough about my experience with Julie. From the very first phone call, Julie was **professional, helpful and engaged**. I had a very unique situation and she was able to make the home of my dreams a reality. She is **extremely organized, knowledgeable**, and an integral part of this area. She followed through on every detail every step of the way which made the process worry-free for me.”

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

DELICIOUS *from page 8W*

Hauville moved to San Francisco, where she worked for a few more years. When the Covid-19 pandemic hit, she moved down the coast to live on Country Flat Farm in Big Sur. That’s where she met her neighbor, farmer Charlie Cascio, who is also a cheesemaker and taught Hauville his craft, then invited her to take over his former job at Carmel Valley Ranch as its cheesemaker.

“After two years, I wanted to do my own thing and also make it more accessible to everybody,” said Hauville. “Once I saw Rosie’s, I knew. It was so charming and perfect, I just knew it was the right place.”

Fresh lemons

Formerly a post office, the small structure at 1 Esquiline Road in Carmel Valley has been known as a meeting spot for locals since it was taken over in 1939 by William Irwin “Rosie” Henry and became Rosie’s Cracker Barrel. Rosie’s not only provided necessary items and food but created a cultural and social center for the area. Hauville wanted to have a similar space and add some of her own style and specialty with significant French flair. The Carmel Valley Creamery is a family-friendly place for locals to come together, get a coffee, buy locally prepared food, and, most of all, enjoy freshly made cheese. For some families, the creamery is near where students are dropped off by the school bus, making it a convenient place to stop and chat over a latte or cappuccino.

Sunny Bakery Cafe and Carmel Valley Creamery pride themselves on shopping and selling local. Whether it’s Bejar using bags of Meyer lemons a neighbor brought in to make her delicious lemon pound cake, or Hauville using Alta Roasting Co. coffee from Santa Cruz, Woven Herbs tea from Big Sur and Ad Astra Bread Co. pastries, they support other small businesses.



CHEESE *cont. page 22W*

Sophie Hauville took a circuitous route from France to making cheese in Carmel Valley. She’s also keenly aware her shop’s history as a gathering place.

Women in Business



Theresa Ream
President



Amanda Crumpton
Chief Operations Officer



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Office Administrator



Megan Merz
Business Development



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WOMEN IN BUSINESS

INK from page 12W

tattooed. All those exposed body parts,” she observed.

McWilliams got her first tattoo at 20, but recommends her clients wait until they’re 25 and have a better handle on life. The Pacific Grove native has been an artist for 15 years and has worked in skincare, jewelry design and more. She began doing handpoke tattoos in 2022 and opened the studio the following year.

It reminds her of being a bartender or hairstylist — people who become surrogate therapists. And, she said, each encounter “heals a bit of myself.”

Hampton also affirmed the value of connection. “It’s almost like therapy. Each appointment, you’re getting to know people.”

Think it through

Since tattoos are more or less permanent, these artists want you to take the decision seriously. They can’t legally work on anyone under 18, even with parental consent, nor can they tattoo anyone who seems intoxicated.

Hampton said she didn’t want to do couples’ tats. “What if they broke up two weeks after?” she mused.

“It’s become more common lately to alter and correct” things like that. “Normally I put a flower, like a hibiscus, over a name,” she said.

Twigg has some guardrails, too. She strongly resists facial, neck and whole-hand designs on younger clients because it can limit their career prospects.


She’ll usually try to talk them out of it three times before either refusing or, sometimes, relenting to ensure it’s done tastefully and safely, “instead of them just getting it on the street.”

All the women said they wouldn’t do anything like a swastika, nor would they




Iris McWilliams at Song Dog studios (top) and a tattoo by Ellen Walker, a resident artist there.

SKIN cont. page 23W



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CHEESE from page 20W

Hauville said the most difficult part of cheesemaking is patience, a virtue both owners cited as a necessity in starting their own businesses. And, although bringing their dreams to reality took a lot of time and work, Bejar and Hauville are extremely grateful for everyone who has helped them.

Sharing techniques

They also agreed that one of the most important aspects of food service is its history. Sharing ideas, techniques and hints about ingredients has helped generations pass down so much tradition through food. “I’ve always been very passionate about training people, teaching people and



Carmel Valley Creamery is a showcase for local gifts, and a place to have coffee and watch cheesemakers at work.



JESSICA ANSBERRY

is a visual artist specializing in acrylic and watercolor painting, hand lettering, illustrating and murals. She is the Owner of Progress not Perfection Paint Parties. Jess loves to create art everyday, collaborate and help inspire individuals to find and follow their own creative journey. Find Jessica teaching Art and Design at Notre Dame High School, teaching art at Madonna Del Sasso School, painting at various local venues or holding Virtual Painting Events locally and internationally.

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sharing what I know,” said Bejar.

Similarly, Hauville implemented the idea of sharing the process into the creamery, which has large windows where guests can watch while she and her apprentice, Alexis Sabolsice, make cheese.

When customers see their food being prepared, it not only assures its quality but creates an even more hospitable environment and a connection to the people who make it.

Bejar and Hauville greatly value the feeling that their businesses are meeting places for local families, old friends, and all those who come through their doors.

By knowing people’s names, remembering their orders and welcoming every customer, Sunny Bakery Cafe and Carmel Valley Creamery strive to maintain the closeness of people in Carmel Valley and hope to continue sustaining this special community through their love of food.



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Becoming the owner of a classic car rental company might not be the expected next step for a scientist with a PhD in Cellular & Molecular Biology—but for Heather Gardner, it was the perfect detour.

Seven years ago, the idea for Monterey Touring Vehicles sparked at her Thanksgiving table, and she’s been in the driver’s seat ever since. Today, Heather proudly owns a fleet of over 40 vintage rides, including her very first car—1978 VW Super Beetle she bought at 18. MTV’s garage now features everything from iconic American muscle cars to sleek Porsche Speedsters!

Heather’s passion? Making these beautiful classics accessible, approachable, and seriously fun for everyone. Whether it’s a scenic cruise along the coast or a one-of-a-kind corporate group outing, she’s built a business that puts unforgettable experiences in the fast lane.

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WOMEN IN BUSINESS

SKIN from page 21W

copy other artists’ work. They don’t ink tribal or indigenous symbols on people who aren’t part of those groups, because they believe it’s disrespectful.

Artists often have a selection of pre-sketched “flash” images that they’ll apply for a set fee, while custom designs usually cost more. They help clients select colors that work with their skin tone and apply the artwork safely, working with varying skin thicknesses and textures in a sanitary environment.

Deciding where a tattoo should go is

another issue. Working on some spots is more painful because the skin is thinner, or there’s less fat or more nerve endings. Numbing agents, like Bactine, can be used to mitigate discomfort.

Depending on the extent of the work, it could be done in minutes or may require multiple visits and upwards of 75 hours.

Whether it’s for fun or to make something ugly, beautiful, marking something into someone’s skin is highly personal. “It’s not about me. It’s about the people who come here and their experiences. I have an overwhelming feeling of gratitude every single day,” said McWilliams.



Handpoke tattoo done by Ellen Walker (right) and other practitioners is an ancient art form.



Gathering for Women - Monterey

Founded in 2014, Gathering for Women (GFW) is a Monterey-based nonprofit that provides a safe walk-in center for homeless and housing insecure women, offering resources to meet both their immediate and long-term needs.



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ECLECTIC from page 19W

her creative arsenal. That includes acrylic paints, soap-making supplies and blank rubber stamps that she carves by hand — recently, into some adorable renderings of local marine life, stamped in shades of blue and pink on sturdy tote bags.

It’s a sweet set-up for a working artist, but there’s more than convenience to this mixed-use space.

She said when she has doubts, or, as she put it, “Whenever I feel like ‘What did I do?!’” someone always comes into the studio and says, “Thank you for moving in here, this is what Carmel is all about.”

The self-described “color seeker” has pursued her palette halfway across the world. Encouraged by a creative home life

— her mother was a seamstress, her sister, a painter — Vavrova studied animation and graphic design as a teenager in Bratislava, Slovakia.

“I’m surprisingly pragmatic!” laughed Vavrova, describing her pivot to business school, where she studied marketing and communications. She found another way to sustain color in her life, which was to secure J-1 visas every summer between semesters in order to travel to the United States. The exchange visitor program, sponsored by her school, brought her to Glacier National Park in Montana.

Vavrova didn’t mind the seasonal gig — she vividly remembers “washing sheets for five different hotels” — because she could spend all her free time outdoors, as did her future husband, whom she met there.

It had been over a decade since she picked up a brush or pen when, five years ago, Vavrova returned to painting and printmaking through simple, playful experiments.

She began visualizing what would become Bea’s Studio a little over a year ago, by then living in Pacific Grove with her husband and son. She scouted local talent at farmers and artisans markets around the Peninsula, collecting names by the dozen.

Prioritizing her community, she felt, would “manifest” a space to showcase the artisans she found. Sure enough, the right one came along in a quiet courtyard a few blocks from Carmel Plaza.

Of the art and lifestyle goods available at Bea’s Studio, Vavrova’s creative peers share her obsession with the natural beauty and marine life of the Peninsula. Hanging alongside her abstract paintings are scenic giclée prints from oil painter Ethan Walsh, who co-owns P.G.’s Gallery Nila with his wife, Lauren, a florist. Illustrations by Andrea Dingeldein twine between Vavrova’s exquisitely detailed paintings of starfish and other tidepool denizens. Dingeldein makes ceramics, too, nestled alongside candles, accessories and



Beata Vavrova owns Bea’s Studio, where people can shop and learn to make soap.

Vavrova’s hand-poured soaps. She hosted her first soap-making workshop at the studio just last week.

Visitors are always welcome to linger, chat with Bea while she works, and discover local artisans’ work.

“It’s not exclusive, but it’s always community-based,” Vavrova explained of her approach. “Everything you see here is made by California artists. The closer to home, the better.”



Kate has been recognized throughout her career for helping others discover compassionate and effective solutions to life’s challenges, guiding both students and adults toward personal growth and success.

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If we change nothing, nothing can change. What is one step you can take today to begin the change you desire in your life?

With over 25 years of experience, Kate has served as a consultant for local schools, law enforcement, and private organizations, impacting hundreds of students and creating programs that promote growth and positive change. She has also achieved great success working with adults navigating challenging life circumstances, offering expertise in the following areas:

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Nicole Gillott

Nicole Gillott is an inspiring woman entrepreneur whose journey reflects resilience, dedication, and a commitment to empowerment. After overcoming the challenges of an AVM (arteriovenous malformation), she underwent extensive rehabilitation before returning to the workforce. Her strength and determination led her to a significant role in Averitt Distributing; Strategy Development—serving as a Field Buyer and Sales leader, where she continually strives to push boundaries and drive success.

In addition to her corporate role, Averitt Distributing is the visionary founder of the Can’t Stop. Won’t Stop. Foundation, an organization dedicated to fostering self-compassion, promoting inclusive wellness, and offering peer support. Through her foundation, she works to create meaningful change and provide people with the tools they need to thrive, both personally and professionally.

Further showcasing her entrepreneurial spirit, Nicole is also the proud owner of The Woodcarver’s Daughter, a business inspired by her father’s beautiful old-growth carvings. The establishment not only highlights the intricate work of various talented artists but also serves as a hub for creativity, with proceeds going toward supporting the foundation’s initiatives.

Through her personal journey and entrepreneurial pursuits, Nicole Gillott exemplifies the power of resilience, compassion, and creative innovation, making a lasting impact on her community and beyond.



ARTISTS from page 10W

from jobs and pursue art.”

What happened next was as unexpected as any of Hatcher’s previous pursuits. She was working on a commission and needed a tube of orange watercolor paint. She called Aaron Brothers, Michael’s, and Beverly’s, yet none had orange paint. So, she drove to Santa Cruz, where she found an art supply store that had the paint and a whole lot of other supplies she thought she might need. An idea began to develop on the drive home.

Hatcher called an art supplies distributor and asked how much it would cost to merchandise and open an art supply store. He told her to call back when she’d found a space. Two weeks later, she opened Imagine Art Supplies in Pacific Grove.

“No, I don’t think I ever imagined or wanted to open an art supply store, but I knew we needed one,” she said. As a

woman of color, she found one other thing auspicious.

“I signed the lease on June 19, 2015 — Juneteenth — which was very important to me. Having spent some of my growing-up years in the South, my understanding of and perspective on American history is a little different. This was the day the slaves found out they’d been freed.”

In February 2023, Hatcher presented her mixed-media art installation, “Beyond Bullwhip Days,” through Monterey History & Art at Stanton Maritime Museum. The exhibit, a history of slavery based on James Mellon’s book “Bullwhip Days” (1988), presented 23 portraits she artistically recreated of people who had shared their experiences of being enslaved.

“When you have conviction about something, you know how to do it,” Hatcher said. “When you are an artist and

MEDIA cont. next page

Thai Is Fun! Authentic Thai Cooking on the Monterey Peninsula



Thai Is Fun is the only Thai cooking class in Monterey, led by **Goi Yujaroen, M.Ed.**, an educator with over 25 years of teaching experience. Born in Chiangmai, Thailand, Goi has taught Thai cooking and language at Portland Community College, Cabrillo College Extension, and the Defense Language Institute. She offers hands-on classes and customized events for date nights, birthdays, family reunions, and team building. With a focus on authentic flavors and practical techniques, Thai Is Fun provides a unique cultural experience.

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

MEDIA *from previous page*

you don't know how to do something, you want to learn. 'Bullwhip Days' stuck with me, so I wanted to do something, to make paintings from the book. My portrait work wasn't good enough, and I hadn't done anything artistically with people of color like me. So, I began with collage work and introduced charcoal, followed by transcripts of what these people said. Then I was ready to paint."

Humble and grateful

Over in Pacific Grove, stained glass artist Jenn Hallock was once called "the one to watch" by a local publication. Decades later, she's still a little amazed, very humbled and deeply grateful for the journey that has enabled her to live the life of an artist in the Last Hometown, where modest bungalows, landmark Victorians and historic sanctuaries receive light off the bay through colored glass.

Hallock grew up there, and, for many years, taught art to kids at Forest Grove Elementary and always imagined she'd have a shop. But she wasn't sure what she'd sell.

After taking a class at Monterey Cypress Stained Glass and apprenticing for years with renowned Carmel Valley glass artist Alan Masaoka, ultimately becoming his lead fabricator, Hallock opened her own studio in the Last Hometown.

"I finally started pushing myself and my own business as an individual artist, honoring my experiences in working with Alan but also forging my own path," she said. "I worked mostly out of my garage and did a lot of local art shows, getting brave."

She felt ready to establish Pacific Grove Glass Art, where she creates functional fused art glass as well as custom stained glass and glass earrings, and does repairs. In the true spirit of paying it forward, she teach classes there, as well.

She said, "It's so important to give artists, especially younger artists, a place to learn and a space to show their work, to connect with the community. I wanted to make it a space for everyone, and I now have 25 artists."

That includes her daughter, Ryann Horning, who

started her own art glass business during the pandemic, and Ryann's grandmother, artist Cindy Horning.

"Typically, we're not business people, we're artists," Hallock said. "We want to make people happy with what we do. So, I lean into my clients' aesthetic and, together,

we create a shared vision. I don't leave too much to chance except when exploring my own visions, releasing my creativity without imposed boundaries. Those are the moments when I allow everything inside of me to come out, from my heart and soul."

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

STEINY from page 4W

courier for Founders Title Company, where she remained for 30 years, working her way up to become the Carmel office manager.

She said she was surprised to find that initially, other women didn’t welcome her.

“I was pretty, smart and nice,” she said. “But I was naïve. Women were so mean. I didn’t have women who wanted me to succeed,” she said.

When Steiny became a mom, she arranged to telecommute part time, a novel idea back then.

“We have computers. I’m

self-motivated. If our income suffers, I’ll come back in,” she told her boss, radically changing working opportunities for those who would follow her.

Since then, she’s mentored a lot of other people, mainly women. “They don’t appreciate or know what women like us went through,” she said of the younger generation. She believes that’s partly because people like her have changed workplace expectations and worked hard to bring others along on their own roads to success.

Better together

Once Steiny got her diagnosis, however, the already stressful title company

job seemed downright daunting.

“Why don’t you come work with me?” Doug asked.

She demurred at first, she said, because they had different working styles and she wasn’t sure the combination would work. She said she just woke up one day and, “it felt like the right thing. I was at peace.”

Their workstyles didn’t conflict. They were complementary — like “a yin and yang, you know your strengths and weaknesses,” she said of their arrangement.

“The weirdest thing started to happen,” she said. “Doug was always a good realtor, a top producer. But all of a sudden, things just fell into place.” His sales soared and his local production ranking climbed from the Top 20 — not too shabby — to a consistent Top 10 on the Peninsula, then No. 1 at Sotheby’s, where it’s stayed for the last five years.

Steiny places a high value on spirituality and faith and believes their success was a sign that their work partnership was meant to be.

Visionary

Steiny is one of 12 candidates for the Leukemia & Lymphoma Society of Northern California’s Visionary of the Year. Said LLS Monterey Bay campaign development manager Toulia Hubbard, “It’s a friendly competition that started in San Francisco to raise funds” for the group. Steiny is one of nine Monterey County participants, and her goal is to raise \$150,000.

“LLS is part of why Lisa’s alive. About 33 percent of individuals diagnosed with blood cancer,” of which lymphoma is one form, “won’t last past five years.” Hubbard said, adding that it’s the No. 1 cancer in children and adolescents.

Steiny said that if her illness recurs, she knows there are still options. “It’s just hope. That’s all anyone wants.” She also said the research meant that she could shepherd her daughter, who was 9 when



Lisa Steiny’s long career in real estate began with a job as a courier for a title company.

she was diagnosed, into adulthood.

To help with her fundraising efforts, go to pages.lls.org/voy/mry/mont25/lsteiny.

More than anything, Steiny comes across as grateful. She emphasizes the positive — she lives in a place she loves, her two children have become adults, and she’s in a successful business with work she enjoys and a man she clearly loves. “We joke a lot,” she said. She takes nothing for granted and, though fundraising isn’t something Steiny imagined doing, as Hubbard said, “being of service is in her comfort zone, as it is for all our candidates.”

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Raised in Pacific Grove and Pebble Beach, Susan grew up in a large family with three sisters, fostering deep-rooted connections to the Monterey Peninsula. She began her real estate career in 1989 as a licensed Realtor with Coldwell Banker/GD Inc. and has been a top-producing agent throughout her 35+ year career.

Susan’s local expertise and extensive market knowledge allow her to navigate all price ranges and cities with ease, ensuring her clients receive exceptional guidance tailored to their unique needs.

A dedicated advocate for professionalism and integrity in real estate, Susan has served as a Monterey County Association of Realtors Ethics Advocate and a member of the Professional Standards Hearing Committee for over 15 years.

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WOMEN IN BUSINESS

TOUGH *from page 14W*

friends.

Across town, Cavazos has come a long way from teaching at local beaches and empty parking lots during Covid. She graduated to paying by the class for a spot inside First City Crossfit on Garden Road in Monterey, and Boxing Strong (boxing-strong.com) is now a long-term tenant at that location. If Cavazos and her team aren't there, they may be teaching at one of the gyms belonging to Monterey, Pacific Grove, or North Monterey County Unified School Districts, where Cavazos got Boxing Strong classes credentialed as P.E. units.

Bridging a gap

You've probably heard that successful entrepreneurs don't have good ideas; they identify problems, then solve them.

Valdez spent years searching for a solution to what she saw as physical therapy patients' biggest problem — the gap between short-term rehab and long-term recovery. The Los Angeles native studied kinesiology and exercise science at CSUMB, where she put in hours at doctors' offices and gyms around the Peninsula. Already the first member of her immediate family to attend college, she graduated in 2016 and was accepted to Duke University's prestigious doctor of physical therapy program. Then she hit a wall.

"At Duke, I became so frustrated, because physical therapy is heavily restricted by insurance. Your prescription is to rehabilitate one part of the body. Once you're finished working on it, you're done."

She noticed many clients departed their

FITNESS *cont. next page*



Masha Cavazos (left) got into boxing because she enjoyed the mental and physical challenge.



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

FITNESS *from previous page*

physical therapists’ offices lacking confidence to return to the gym, or even resume their favorite activities.

Valdez departed Duke after one year to resume work as a personal trainer, with a special focus on post-rehab clients.

“I wanted to create a facility that bridged the gap between physical therapy and long-term fitness,” said Valdez, who has experience working with individuals suffering chronic and degenerative conditions.

“My team has a significant background in exercise physiology, which is essential when we’re working with clients who struggle with chronic injuries and diseases like Parkinson’s,” she said.

She wasn’t surprised when other fitness

professionals gravitated to her mission. Her staff includes six trainers — mainly CSUMB alums — all certified personal trainers who have trained under licensed physical therapists. Valdez said they shared her frustration with the short-sightedness of many insurance providers and the impact on patients.

Working at Strength Monterey, which offers private training in addition to group classes, gave them a chance to break that cycle.

Cavazos’ problem hit closer to home. According to her, “I couldn’t just take any cool, unpaid internship, because I had my first son during my second year of college,” while attending business school in the Netherlands. The internship that paid the most happened to be in Los Angeles.

She continued her education at USC’s Marshall School of Business where, like Valdez, she balanced her coursework with a busy athletics schedule, boxing her way to win the 2017 National Collegiate Boxing Association West Coast Championship (139-pound fight class).

Around the time of her last fight, she was thrilled to receive an offer from Peninsula-based Nordic Naturals. That’s when she found her problem: there wasn’t a single boxing gym in Monterey.

“I started going to Gold’s Gym and hitting the bag. Almost immediately, people started approaching me asking, ‘Can you train me?’” That was around 2018, and Cavazos has since established a permanent space and a four-coach staff — plus her oldest son, who in January brought wrestling to Boxing Strong’s roster of classes.

“I would love to see it be a family thing,” said Cavazos, who commutes from Hollister, where she lives with her two toddlers.

Creating a movement

Both Valdez and Cavazos say their greatest challenge became their proudest achievement — building a new kind of gym culture.

“The culture we’ve built at Strength Monterey is what I’m most proud of,” said Valdez, “Especially among the trainers,” who are helping Valdez grow an all-ages community of stronger, more confident exercisers.

Between personal training sessions, Valdez’s team runs daily group classes capped at four to eight participants, open to all levels for a little less than \$25 per session, with various packages available. Group classes focus on “big moves” that use multiple muscle groups, like weighted squats, deadlifts and presses, in addition to cardio and bodyweight circuits. The classes run in four-week cycles, so clients have a whole month to focus on increasing the weight they use. This strength-building method is called “progressive overload.”

Valdez said it allows trainers to meet clients where they are, letting personal progress be the motivator.

“Sometimes, I don’t even know how I did it!” Cavazos laughed. “I don’t really advertise, so it’s all word of mouth.” She runs everything, from Boxing Strong’s social media accounts, to coordinating with insurance providers to get seniors and special-needs populations into the gym. She hopes more school districts will follow Monterey and P.G.’s example in approving her boxing P.E. unit and is preparing for summer, when her business will host three sessions of youth summer camp.

“We are creating a movement,” said Cavazos of her team at Boxing Strong, which supports a growing roster of activities in addition to regular programming, “boxing in its rarest form.”

“Not rare like a gem — like rare meat. It’s classic boxing wrapped in personality,” said Cavazos.

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Peninsula BUSINESSES

MAY 23, 2025

Besides its history, culture, scenery and great weather, one of the things that makes the Monterey Peninsula so wonderful is its outstanding business community. But who are the hard-working people behind all those amazing shops, restaurants and service providers? We will answer that question in our May 23rd edition.

Don’t miss a chance to be a part of it

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

THREADS from page 18W

At Monarch Knitting, there's a huge selection of hand-dyed, all-natural fiber yarns — think merino wool and mohair, cotton and cashmere — from small, women-owned businesses with top reputations among knitters. Monarch Knitting carries its own line of yarn, too, with locally inspired colors including Lover's Point, a mix of tan and aqua, Blue Whale blue and Coastguard Pier gray.

Back Porch Fabrics carries high-end quilting cotton in hundreds of colors and patterns, with a "vibe" focused on ocean-themed prints, monarch butterflies, and red, white and blue patterns in honor of the local military community.

It's a thing

The fiber stores also are favorites with visitors. "For crafters, it's a thing when you are in a community to visit their store," said Patterson, who carries kits to knit an array of marine animals and has a mailing list of more than 10,000 people, many of whom stopped in while on vacation and now order from the shop online.

During a recent five-week series of workshops at Asilomar, which drew artists and quilters from around the world, a shuttle ran attendees to and from the knitting and quilting stores each evening. Back Porch Fabrics was packed with customers lining up to buy one-of-a-kind patterns and prints, fabric by designers they couldn't find anywhere else.

In all three stores, walls are turned into gallery spaces



Not just patchwork designs: Quilts made by Back Porch Fabrics staff show off a wide range of subjects and styles.

to showcase the work of employees or local artists. And all of the owners are practitioners themselves. Patterson regularly knits and shares her ideas in a newsletter. Sammis' tidepool quilt hangs among the others in her staff show. And Canterbury has her own fiber art statement pieces hung in the shop, along with garments designed by local

crafters.

"We want to show that everyone can be creative," said Canterbury, a former school art teacher. "Creativity is a muscle and you just have to exercise it. It's in our genetic makeup. There is a saying, 'Give a kid of sewing machine, and then get out of the way.'"



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WOMEN IN BUSINESS PROFILES

KATIE HEMRICK THE SALON CALIFORNIA



Katie has over seven years of experience as a licensed esthetician, helping clients achieve their healthiest skin.

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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

BROOK SHADWELL THE CARMEL HAT COMPANY



Brook is the proud owner of The Carmel Hat Company, located in the heart of picturesque Carmel-by-the-Sea. She purchased the business in February 2022 and has since poured her heart into creating a welcoming and stylish space for hat lovers from around the globe. Brook has a passion for fashion and a keen eye for detail, which she uses to help each customer find the perfect hat to complement their unique style. She loves meeting her beautiful customers, hearing their stories, and helping them walk away feeling confident and chic. For Brook, it's more than hats—it's connection.

The Carmel Hat Company
104 Doud Arcade, Carmel-by-the-Sea
@thecarmelhatcompany

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!

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831.372.2300 | www.carpetsandfloorsmonterey.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.

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KELLY SASSMAN PURELY PILATES



Purely Pilates & Body Basics studio began in 1998 in Sacramento California. After 27 yrs, owner Kelly Morgan-Sassman set her sights on bringing her private studio and comprehensive teaching skills to Carmel-by-Sea. The village setting allows clients to strengthen the core, increase range of motion and flexibility, while improving balance before heading out for a beach stroll. Over the years the practice of Pilates has grown exponentially and is becoming the most recommended fitness regime to all ages and ability levels. Fully accredited instructors are a must to ensure exercise mastery and to safeguard from injury.

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WENDI KIRBY MUSIC



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

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WOMEN IN BUSINESS PROFILES

STACIA NICOLE HUDSON JAMES



Stacia Nicole is the visionary owner of Franklin Street Collaborative, a ‘city meets coastal’ concept shop in Monterey, California. With 24 years of experience as a hairstylist, she has a deep passion for beauty, fashion, and personal style. She curates unique pieces for her boutique Hudson James with brands like Gigi Pip, Marrin Costello, and Astr the Label. Her store also offers a custom hat bar experience. Beyond retail, Stacia hosts styling workshops and pop-ups, creating a space for creativity and self-expression. Driven and resilient, she is dedicated to empowering individuals through style and authentic personal transformation.

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ROSEANNE PIERRE STUDIO PIERRE STAGING + DECOR



Roseanne Pierre, understands the importance of strategic business planning to offer her staging clients the highest possible return on their real estate investment and the fewest number of days on the market. Roseanne has traveled the world and is inspired by global interior design and architecture. Roseanne also appreciates the financial elements of staging a property and has professional experience across a range of institutions, from the Business Section of The New York Times to financial firms Charles Schwab & Co. and Robert W. Baird & Co. She is a graduate of Southern Methodist University, earning a BA in Political Science and Psychology as well as an MA in Liberal Arts. She is also a leader in her local community, serving on the Pacific Repertory Theatre Board of Directors in Carmel by the Sea, the Monterey Museum of Art Event and Planning Committee, and the Santa Catalina School Parent Association. When not traveling overseas or working passionately on a design project, Roseanne enjoys time with her husband and three children, playing tennis, fly fishing and snow skiing.



rpierre@studiopierre.net | www.studiopierre.net

APRIL ELIZABETH FOUNDER OF FEEL INTO FASHION



More than a stylist, April is a style strategist on a mission: helping women reconnect with their bodies and rediscover their personal style from within. Having overcome her own struggles with body image and recovery, she deeply understands the journey of self-acceptance. Now a mama and entrepreneur, she’s built Feel Into Fashion as both a business and a movement—because getting dressed is more than just clothes; it’s therapy. She believes style should fit your today body, not the one you had or the one you wish for. Confidence starts in the closet—April just helps you find it.

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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 and 2025, she was awarded the Top 10 Chief Legal Officers in the United States and Top 50 Chief Legal Officers worldwide by WomenWe 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.”

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DEBBIE LEMOS LEMOS 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 63 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 9 years and “Best Repair Shop” on the Monterey Peninsula. Being involved in an established entrepreneur family business has given her an opportunity to turn challenges into opportunities for women leaders, what is normally a male-dominated industry.



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DR. ROZLYNN MYERS, H.D. PROPHET APOTHECARY



With roots in holistic healing, I blend ancestral wisdom with scientific innovation to enhance wellness and beauty. My expertise spans: Doctor of Medical Science in Homeopathy, holistic health, Asian bodywork, anti-aging medicine, and regenerative skincare. My journey includes developing homeopathic practices at Santa Monica’s Hall Center and founding Thyroid Health Canada and having a honored position on the board of directors at the Toronto Western Hospital. Prophet Apothecary, is named after my mother, represents the culmination of this journey—offering products that marry science with natural wisdom through ethically sourced ingredients and advanced formulations. I remain dedicated to empowering others toward radiant health and sustainable beauty from within. Offering beauty injectables, custom blended vitamin injections, hormone balancing, and homeopathy.



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SUZANNE MENENDEZ-HERBST
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Suzanne’s passion for real estate knows no bounds. First and foremost, she believes that real estate involves much more than selling houses—it requires being especially aware of and intimately familiar with the nuances of each community and what appeals to the people who live there, then using that expertise to match the unique needs of a client to the community they desire. Her passion extends to knowing that with dedication and perseverance, she can ensure a positive and successful transaction under any market condition.

Today, with more than 24 years of experience selling homes and five years spent as the co-owner and managing broker of a successful Monterey real estate company, Suzanne is a broker with Coldwell Banker Realty in Carmel.

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Suzanne.MHerbst@cbrealty.com | www.SuzanneSellsMonterey.com
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MOLLY KOONTZ SAND
ATTORNEY AT LAW



Molly Koontz Sand, Esq.

Molly Koontz Sand offers Trust Administration and Estate Planning services including the drafting of Wills, Trusts, amendments, review of existing Trusts and much more. Molly was born and raised in Carmel and is a fifth-generation California attorney. Molly’s Great-Grandfather, Argyll Campbell, served as City Attorney for Carmel from 1920-1937 and wrote the City’s Magna Carta which appears on the wall of City Council Chambers. Molly is very proud of her roots and heritage in the legal community on the Monterey Peninsula. Molly enjoys 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 competitive rates as well as free initial consultations.

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JILL ALLEN
EXECUTIVE DIRECTOR OF DOROTHY’S PLACE



Twenty years ago, I came to Monterey County to live among beautiful planted fields, a gorgeous coastline, and warm, wonderful friends that cherish the bounty here. I also came to make a difference in how the less fortunate live here. Dorothy’s Place is where I choose to make a difference, and every day, I join 40 team members and lots of volunteers as we nurture nearly 1,500 people yearly that are without shelter. Their passion to serve fuels me daily!

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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.

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