

2020

# Women In Business



## Peninsula escape rooms are poised to weather the pandemic

Local owners are eager to introduce you to this fun family activity



Provided photo

Christina Riddoch has been a businesswoman from the time she was in her early 20's and opened the gift shop California Seasons on Cannery Row. She also operated two other businesses and overcame the 2008 economic crisis, so she's optimistic she'll ride out the current pandemic with her usual mix of resolve, positivity and humor. "I've been doing business for so long, I've learned a lot along the way," says the

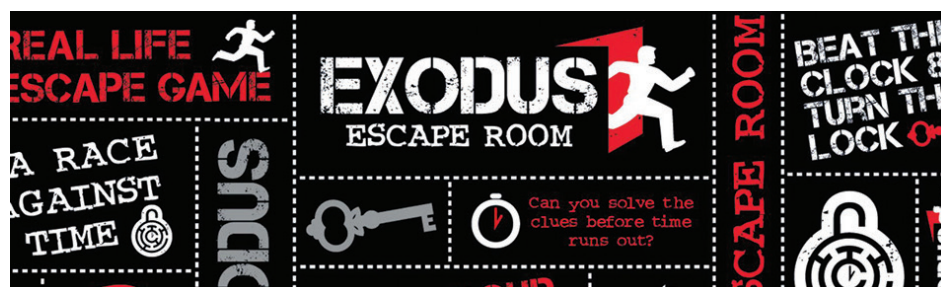
ebullient entrepreneur, who owns Escape Room 831 and Exodus Escape Room on Cannery Row with her husband Barrie. "I've been through hard times and I've prepared myself for hard times. I have that entrepreneurial spirit and I'm hopeful for the future of the industry." Christina moved to the Monterey Peninsula in the 1970s when her father took a position with DLI. They also lived in Germany when

her parents worked with the Department of Defense. She moved back to the Peninsula and operated California Seasons for five years before opening Candles & Clay Candle Shop and Monterey Rent-A-Roadster, which provided vintage cars to rent, both on Cannery Row. In 2017, she opened her first escape room, which features a number of themed rooms in which a team of players enter, all with the simple goal of working together with their team to crack codes, decipher clues, and solve ciphers and puzzles within 60 minutes to escape the room. Escape rooms are based on the escape-the-room videos and online games. It's as if the classic board game "Clue" became a live-action game you play with others in real locations. Her passion, and there's no other word for it, came by first playing the online games with her granddaughter Andrea, and when they experienced a physical escape room in Kansas City, they were hooked. They visited 10 more rooms before the Riddochs opened their first one on Cannery Row, then played in 40 others, getting more ideas and inspiration for their own rooms. Both her facilities were immediate hits with local customers looking for something fun, exciting and unique that the whole family

could get involved in. Then the pandemic hit, forcing her to close and re-evaluate the future of the business. Even so, she is optimistic. "It's a hard time for everybody. You just have to keep

your head up and move forward," says Christina. "I'm fine and the industry will survive because people will always be looking for fun." Due to Covid-19, hours

of operation have changed. For more information on current operating hours and offerings, visit [www.escape-room831.com](http://www.escape-room831.com) or [exodus-escaperoom.com](http://exodus-escaperoom.com) or follow them on Facebook.



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### The Riskiest Financial Move is Doing Nothing

Susan finds joy in helping others....and carries that with her as a Financial Advisor and Portfolio Manager at Morgan Stanley. She has enjoyed a long career in the financial securities industry since 1997, and holds the Series 7 and 66 securities licenses, California insurance license and national mortgage license. Volunteering has always been a part of Susan's life, and she's currently a member of the IMPOWER Executive Committee, Monterey Chamber of Commerce Special Events Committee, Tatum's Garden Foundation Board, and Salinas Downtown Rotary. In March 2020 and 2019, Susan has been honored two years in a row as Best Investment Advisor in the Monterey Herald's 2019 and 2018 Reader's Choice Awards. She was also named to Morgan Stanley's prestigious Pacesetter's Club, a global recognition program for demonstrating the highest professional standards and first-class client service.

#### Susan Yedlicka

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Sherri Matthews  
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Not pictured, Monterey Herald marketing consultants Alyson Stockton and Rachel Martinez.



# Women In Business



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Annee Martin's background includes being a therapist, professional chef, inn owner, cookbook author, interior designer, real estate consultant, professional stager and occasional artist (her passion). Before moving to California in 2004 she was an innkeeper and professional chef for over 20 years and founder of Cooking from the Heart Catering.

Annee took her love and passion for creating beautiful, nurturing spaces and founded Sanctuary Vacation Rentals, which allows Annee to make use of her talents and interests. She believes people who come and stay in Sanctuary homes have an experience that leaves them inspired and renewed from the incredible beauty of the Monterey Peninsula.

It's her desire that Sanctuary Vacation Rentals is a place of peace and prosperity for all who visit, work and play in this beautiful place she feels so blessed to call home. She is an advocate for fair and reasonable regulations for short term rentals that supports peace in the neighborhoods and contributes to the economic well being of the community. She supports AFRP, Women's Homeless Fund, Food Bank and affordable housing.

She is married to local architect David Martin, who they share Sanctuary's Ambassador of Goodwill, Gracee Blossom Joy, who was an AFRP rescue puppy.



MaryAnna Wagner Stahl is celebrating 50 years in the Salon Industry this year. Her intimate boutique Aveda Salon continues to serve the community after 34 years in business.

"I am passionate about helping people embrace their inner beauty" says Wagner Stahl. When not creating beautiful hairstyles in the Salon she's busy contributing her talents to local charity events which included the Big Sur Fashion Show and many others.

She traveled to Madrid in February with Beauty Underground to sponsor and create a runaway show for the International Hairdressing Awards. "It was an amazing experience."

"In these times of uncertainty and change it's important to take care of ourselves and each other."

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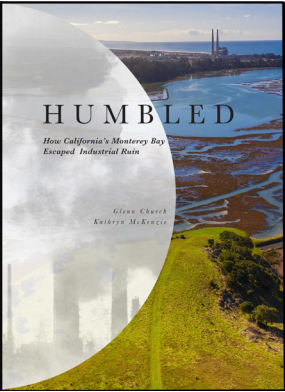


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# Local authors publish book about the Monterey Bay



Provided photo of book cover

Today, Monterey Bay is a place of beauty and natural splendor, and is protected by federal law as a national marine sanctuary. It's hard to believe that in the 1960s, plans called for a major industrial complex to be developed at the midpoint of the bay, starting with a refinery that Humble Oil intended as a linchpin of its West Coast operations.

The building permit sought by the powerful company became the focus of a bitter and protracted conflict that divided the region. Most people in Monterey County wanted the jobs and economic stability that big industry would bring. But a vocal minority fought back hard against the industrialization of the bay. The Monterey County Board of Supervisors approved the permit, but ultimately Humble would never start construction.

The controversy was one of the first major battles of the modern environmental movement, and garnered state and national attention,

including coverage in the New York Times. It was a critical turning point for the Monterey Bay, home to hundreds of species of sea life, marine mammals and birds.

This slice of Central Coast history is examined in detail in the new nonfiction book *Humbled: How California's Monterey Bay Escaped Industrial Ruin*, by Glenn Church and Kathryn McKenzie (Vista Verde Publishing, 2020).

Church and McKenzie chronicle the Humble affair, starting with plans in the 1950s designating the tiny fishing village of Moss Landing as an industrial center, through the events of 1965 -1966 when Humble applied for a permit to build a refinery. The project was turned aside through a concerted effort by environmentalists, farmers, and other residents who felt a refinery would irreparably damage the region's air and water quality. It also documents the political williness of local politicians who simply outfoxed Humble, one of the world's biggest corporations. Just how this was accomplished makes a fascinating read that is like a textbook for environmental activism.

The book recalls some of the personalities who wrangled over the issue, such as Monterey County Supervisor Tom Hudson, known for his flamboyant antics and love of back-room deals; State Senator Fred Farr, who rose above personal tragedy to

fight for the bay that he loved; and famed photographer Ansel Adams, who became a public and outspoken opponent of Humble Oil. The book began when Church and McKenzie began reading through notes and papers of the late Warren Church, a former Monterey County Supervisor and Glenn's father, who played a prominent role in the controversy. That led to more than a year of research that revealed the entire picture of exactly what made Humble turn away from Moss Landing.

McKenzie and Church both grew up in the Monterey Bay area and have a deep love and appreciation for the land and the environment. McKenzie, a Monterey Bay area journalist and environmental writer, has been working for newspapers and magazines for more than 35 years, including the Monterey Herald's monthly Health Matters magazine. Church, a farmer and businessman, has written extensively about politics and has been active in environmental and international human rights issues.

They have been married since 2017, and make their home in North Monterey County on California's Central Coast. This is their first book.

*Humbled* can be ordered from [vista-verde-publishing.com](http://vista-verde-publishing.com), at local bookstores, and from major online booksellers, including Amazon and Barnes & Noble.

Readers can learn more about *Humbled* in a series of online book talks hosted by the Monterey County Historical Society. Church and McKenzie will discuss the book, their research, and why they wrote it on Wednesday, Nov. 18 at 7 p.m., and on other dates yet to be determined. During these talks, the authors will donate to MCHS 25 percent of the proceeds from every book ordered from [vista-verde-publishing.com](http://vista-verde-publishing.com). To be included in the Zoom event, email [mchs@redshift.com](mailto:mchs@redshift.com).



Provided photo of Humbled authors, Kathryn McKenzie and Glenn Church



Heather Gardner, co- owner of Monterey Touring Vehicles, was not necessarily a “car girl” before the start of the classic car rental company she co-founded with her husband in late 2017 (in fact, she holds a PhD in cellular & molecular biology). Although the fleet of 36 cars *does* include her very first car, a 1978 VW Super Beetle, the concept of running a car company came out of the blue around the Thanksgiving table when her and her family realized there was a need in our area. A few short weeks later they hired Erin Sollecito, and together the two women have been running the Peninsula’s only classic car rental business. Our roads were just meant to be driven in a classic car. Now locals and visitors have the opportunity to do just that, and can choose from cars that span the decades. Revive your adventure!

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Rhonda is passionate about health, nutrition, and fitness, actively taking classes at the local community college in nutrition. She recently aided in organizing a group to support healthy lifestyle management.

She is also passionate about the career she has developed at CENTURY 21 Showcase, REALTORS® and is an active member of the Santa Cruz Association of REALTORS®.

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# Women In Business

## Women's Council of REALTORS® Monterey Peninsula

IRC Not-For-Profit 501 C 6  
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### Fundraiser

In lieu of an in-person fundraiser, The Women's Council of Realtors is having a drawing for a Getaway to Monterey which includes:

- A two (2) night stay in the owner's suite at the Monterey Plaza Hotel & Spa in Monterey. This is an oceanview room valued at \$1800, donated by the Cannery Row Company
- Dinner for 2 at the romantic Sardine Factory. Donated by the Cannery Row Company
- \$150 wine package from Dawn's Dream Winery (2 wine tastings & 3 bottles of wine). Donated by Dawn's Dream, Carmel.
- 2 tickets to the Monterey Bay Aquarium.

Tickets are \$50 each and can be purchased one of four ways:

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2. Call or Text Debora Sanders at 831-620-2936 or Aimee Ramos at 916-871-3637.
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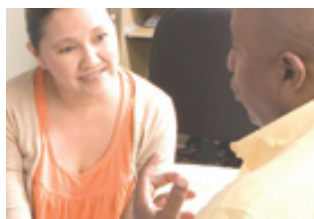
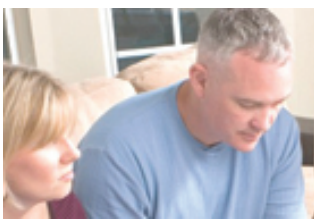
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-Anna Foglia, CEO

[www.sunstreetcenters.org](http://www.sunstreetcenters.org)

## Preparations Underway for Hartnell's Western Stage 2020 Season

### Rehearsals have gone virtual for 2021 performances

Closure of Hartnell College campuses due to COVID-19 has not deterred The Western Stage from preparing to present its 2020 season of shows. While unable to meet, rehearse, and operate shops in person; actors, directors, and designers are busy working together virtually as they await the reopening of campus.

Rather than cancel any of the chosen productions, The Western Stage has changed its licensing agreements to produce all six titles in 2021, with undetermined performance dates. The theatre has created a general production schedule that provides a framework for the artistic teams that will begin the day clear-ance is given to enter the

campus. This schedule allows the company to look forward with confidence to the season that is waiting in the wings.

"A Doll's House, Pt 2" completed several weeks of virtual rehearsal this past spring, and "Mr. Burns: A Post-Electric Play" and "The Wizard of Oz" began their online rehearsals this fall. With the announcement that Hartnell will continue instruction online in spring of 2021, online rehearsals have been scheduled for "Cry Baby" and "Native Gardens" at the start of the New Year. The Western Stage's directors, choreographers, and designers are communicating now to create exciting concepts and designs for their audiences.

The most important piece to fall into place will be the assurance that people can gather safely altogether. While The Western Stage maintains that the essence of theatre is that it is a fleeting, immediate experience and that it should be experienced in the presence of others, it also is investigating the options of live streaming or recorded performances if that becomes necessary.

The Western Stage would like to thank its subscribers, patrons, and friends for their continued patience, and the organization looks forward to being back together in the theater soon. Visit [www.westernstage.com](http://www.westernstage.com) to keep up to date on the season.



"As time goes by, the need for women in business in the Salinas Valley is paramount, especially in leadership roles. My business and passion is creating awareness for those who are often forgotten. Substance abuse has become an epidemic and does not discriminate. Thank God for Sun Street Centers, a place where people can relieve their desperation and start their journey towards a joy filled life of sobriety. It feeds my heart and soul to see these positive changes. I hope to pave the way for future generations of women in business and encourage them to continue this art of giving, showing others there is always another way. Being a South County Country Girl, I can't express enough how important my community is."



- Karen Fanoë, Philanthropist



"As President of the Board of Directors for Sun Street Centers and a committed real estate professional since 1999; I pride myself on holding the highest possible standard of care, meeting and exceeding the expectations of the people I work with. My experience supporting Sun Street Centers as a volunteer

has truly been an educational experience and a pleasure. Between the emotional success stories of the clients and the passion displayed by the Sun Street Centers staff, I feel strongly that these programs are working! I believe in the importance of successful women in business and I believe you will find many of them at Sun Street Centers."



- Valerie Smith, Board President



# Women In Business

## Female artists leave a lasting impression on Carmel by the Sea

Early in the COVID-19 pandemic, Carmel-by-the-Sea created a campaign to promote solidarity in the village. To honor the town's heritage as an arts colony, local folk artist Marie-Claire Treseder Gorham painted an outdoor mural called "Carmel Shell." Visitors shared selfies on social media, and Visit Carmel and the local library distributed coloring pages of the mural's design, with versions hanging in windows for neighbors to see.

The campaign fits nicely within a 100-year tradition of artists drawing inspiration from this storybook village. No local business fits as well within that storybook as Hofsas House, a uniquely decorated, boutique inn owned by a woman and once brought to life by a woman who became one of America's finest artists. Located in a quieter part of downtown on San Carlos Street north of Ocean Avenue, the Hofsas House borrows from the fabled Dutch/Bavarian architecture of the 19th century.

It just needed a spectacular adornment. Enter Maxine Albro (1893-1966), who left a remarkable visual stamp on the village with her work on the hotel.

Among few women commissioned under the New Deal's Federal Art Project during the Great Depression, Albro became best known for painting a large fresco at San Francisco's Coit Tower,

depicting agricultural life in California.

Influenced by the work of Mexican muralist Diego Rivera, Albro, moved to Carmel in the 1940s, befriending innkeeper Donna Hofsas, who opened her hotel in 1947.

To enhance the inn's Bavarian theme, Hofsas commissioned her friend to adorn the building with a whimsical mural. In addition, Albro painted three works now hanging in the lobby, along with the colorful, elaborate headboard in Room 47. (Guests often request that room as part of the "Get Artsy Package.")

Today, Hofsas House retains its charm, with help from its pronounced pink exterior and Albro's mural. Managed by Hofsas' granddaughter Carrie Theis, the inn cherishes Albro's work as a familial legacy.

"We appreciate the work by Maxine to bring more character to Hofsas House," Theis said. "She adds to the artistic history of Carmel." A pet-friendly hotel, Hofsas House is located eight blocks from the picturesque Carmel Beach and one block from a child-friendly City park. It has 37 uniquely decorated, spacious rooms, many with ocean views.

Other amenities include continental breakfast, heated swimming pool, dry saunas, off-street parking, and free wireless Internet access. For more information, visit [www.hofsashouse.com](http://www.hofsashouse.com).



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## Hofsas House



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# Women In Business

## IMPOWER plans first-ever virtual luncheon

IMPOWER, a local nonprofit organization benefitting girls and women, has announced plans for a virtual luncheon in November. The luncheon will be in partnership with AIM for Youth Mental Health and will focus on taking care of our mental health and well being during these incredibly challenging times. The Virtual Luncheon is appropriately titled: 2020 Needs a Time Out! and will be held on November 12, 2020 from 12pm – 1pm via Zoom. The event host and discussion moderator will be Dina Ruiz, who will close the event by leading attendees in a chair yoga/meditation session. Join your friends at IMPOWER for a fun, informative and much needed mental health break!

Registration details will be available soon on Eventbrite and at [impowerwomen.org](http://impowerwomen.org).

Welcome to  
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In 2017, Christina Riddoch opened her first escape room, which features a number of themed rooms in which a team of players enter, all with the simple goal of working together with their team to crack codes, decipher clues, and solve cyphers and puzzles within 60 minutes to escape the room.

Escape rooms are based on the escape-the-room videos and online games. It's as if the classic board game "Clue" became a live-action game you play with others in real locations.

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[EscapeRoom831.com](http://EscapeRoom831.com)

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## Harmony At Home announces virtual luncheon fundraiser

Harmony At Home's Annual Luncheon will be virtual this year. This flagship event will be held November 13, 2020, from 12:00-1:00 p.m., with the theme, "Perseverance and grit – standing Mission strong!"

This year is unprecedented and thus the design of a virtual experience will assure a fabulous event to raise funds to continue providing key services to the local communities served by Harmony At Home.

Now, more than ever, extra support is vital in order to continue to share the vision and mission of Harmony At Home with its constituents.

"During these difficult times, Harmony At Home's services are needed immensely," said Executive Director and Founder, Julianne Leavy. "Our families are struggling in so many ways and our mental health, bullying prevention, and support services are critical to the health and wellbeing of our communities."

With a solid Board led by strong women, Harmony At Home hopes to engage over 500 people this year thanks to virtual platforms available to reach out further.

Harmony At Home provides a variety of social services around Monterey County serving more than 13,000 children, youth and families, this year alone.

Its Mission is to end the cycles of violence and abuse by empowering children and young adults with the knowledge, skills, and confidence to lead healthy and productive lives. For more about Harmony At Home, visit [www.harmony-at-home.org](http://www.harmony-at-home.org).



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