

# 2018 RIVERSIDE COUNTY AGEXPO

## PANEL SPEAKERS

9:15 a.m. – 10:30 a.m. Room A

How to Use the Latest Technology to Cut Costs and Manage your Agriculture Business



**Henry L. Giclas, Moderator**

**Western Growers, Senior Vice President Science & Technology, Strategic Planning**

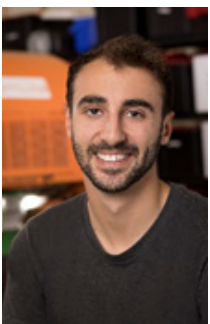
Henry L. (Hank) Giclas has worked for Western Growers since 1990 concentrating on the science and technology issues facing agriculture. Science and Technology addresses food safety programs, pesticide and chemical registration, policy issues and environmental programs including water and air quality issues. Giclas is actively developing association leadership in the areas of sustainability, food safety, food security, crop production and protection as well as assisting in the implementation of the association's strategic plan.



**Sri Artham**

**Co-Founder, Ganaz**

Sri Artham is a co-founder of Ganaz, a new technology company that makes it easier for growers to find workers, communicate with them, and keep them coming back year after year. He has worked with farms and workers for most of the past decade, including having expanded Fair Trade Certification into large consumer packaged goods companies like Hershey's, PepsiCo, and General Mills.



**Sebastien Boyer**

**Co-Founder/CEO, FarmWise**

Before co-founding FarmWise, Sebastien worked as a mathematician for IBM Research and a data scientist for Facebook. He holds a master's degree in electrical engineering and computer sciences from MIT, where he studied machine learning and recent advances in computer vision. While at MIT, he won the Machine Learning for the Digital Economy competition.

Boyer is passionate about developing technologies that address long-term environmental sustainability problems. With FarmWise, he raised more than \$6 million in private capital and is working on delivering their first machines this summer.

# 2018 RIVERSIDE COUNTY AGEXPO

9:15 a.m. – 10:30 a.m. Room B

## An Update on the Latest Developments in Agriculture Policy and Legislation



**Ruben Arroyo, Moderator**  
**Riverside County Agricultural Commissioner**

Ruben Arroyo is the ninth Riverside County Agricultural Commissioner and has served in that position since March 2017. Commissioner Arroyo believes that effective communication and educational outreach are the foundation to protecting our agricultural industry.



**Rachael Johnson**  
**Executive Director**  
**Riverside County Farm Bureau**

Rachael Johnson's family raised and trained quarter horses in Nevada and Texas. She participated in 4-H and Future Farmers of America (FFA) growing up.

In 1997, Johnson was hired to fill the office manager position at Riverside County Farm Bureau. After a few years, she was encouraged to apply for executive director at the San Bernardino County Farm Bureau, becoming the executive director in 2000.

In 2007, she was selected to the position of Region I Field Representative for the California Farm Bureau Federation (CFBF). In this role, she served as the liaison between 12 county farm bureaus and CFBF, traveling regularly up and down and across the State of California. From Salinas to El Centro, she fielded questions, helped County offices solve concerns, and learned about the many and varied problems and solutions that could be applied across the agriculture-member spectrum. This experience with agricultural issues on a county, statewide and national basis, often involved traveling to Sacramento and Washington, D.C. to lobby legislators and regulators with Farm Bureau Directors.

In December 2017, Johnson returned to the Riverside County Farm Bureau as the new executive director.



**Jenny Lester Moffitt**  
**Undersecretary**  
**California Department of Food and Agriculture**

Jenny Lester Moffitt serves as undersecretary at the California Department of Food and Agriculture. Appointed by Governor Jerry Brown in January 2015 as deputy secretary, Jenny's portfolio includes water policy, climate policy, land use, organic policy, and healthy soils.

Prior to joining CDFA, Jenny spent 10 years as managing director at Dixon Ridge Farms, her family's organic walnut farm and processing operation. A proud fifth-generation California farmer, Jenny oversaw the company's day-to-day operations, including sales and marketing, human resources, regulatory compliance and all aspects of financial management.



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9:15 a.m. – 10:30 a.m. Room C

**Expert Guidance in Exports: Learn How to Navigate the World of International Trade and Hear from Leading Experts in the Field**



**Paul I. Smith, Moderator**

Paul I. Smith is an Economic Development Specialist/District International Trade Officer in the U.S. Small Business Administration, Santa Ana District Office. His expertise focuses on international relations, high tech industries & Native American outreach. His business career spans 25 years and encompasses experience in both the public and private sectors.

Smith was formerly a business development specialist with the Minority Business Development Agency of the U.S. Department of Commerce, international business consultant for the “Center for International Trade Development” (CITD), vice-consul in trade for the British Consulate, California; senior trade consultant for the California

Technology Trade and Commerce Agency; manager/senior trade specialist, Export Assistance Center-New York for the U.S. Department of Commerce; and, manager, Export Small Business Development Center, California.

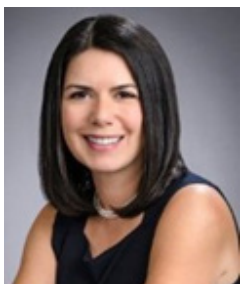


**Sarita D. Jackson**

**Founder, President and Chief Executive Officer of the Global Research Institute of International Trade (GRIIT)**

Sarita D. Jackson, Ph.D. is the founder, president and CEO of the Global Research Institute of International Trade (GRIIT). GRIIT is a think-tank/consulting firm focused on providing research to do the following: 1) help businesses compete in the international market and 2) guide U.S. trade policy. Dr. Jackson collaborates with federal, state, and local government agencies to offer training in international market research for small businesses. Additionally, she works with universities to provide customized market research for local businesses and

connect these businesses with partnering firms and resources in overseas markets. Her book, *It’s Not Just the Economy, Stupid! Trade Competitiveness in the 21st Century*, was published in 2016 by Cambridge Scholars Publishing. In addition to running her own firm, Dr. Jackson teaches courses in the areas of international trade and corporate global strategy at UCLA Extension and Cal State University San Bernardino. Dr. Jackson earned a bachelor’s degree in journalism and Spanish at the University of Southern California and a master’s and doctorate in political science at Brown University.



**Sandra Donzella**

**Deputy Managing Director, EXIM**

Sandra Donzella has been with the Export-Import Bank of the U.S. (“EXIM Bank”) for more than 15 years. She is the deputy managing director for the West Region of the country. She is also responsible for managing the Bank’s business development and outreach efforts in the counties of Imperial, Riverside, San Bernardino, San Diego, as well as in Montana and Wyoming.

Sandra joined EXIM Bank in 2001 after spending nearly a decade in international banking, where she specialized in Trade Finance and directly worked with EXIM Bank’s programs. She has also been

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involved in temporary assignments at EXIM's Bank Trade Credit Insurance Division as a portfolio manager for the West Region.

Sandra is based in San Diego at the offices of the U.S. Department of Commerce. She was born in Chile, moved to the United States in 1980, and became a U.S. citizen in 1992. She received a bachelor of arts degree in economics from the University of Connecticut in 1991.



**Martin Selander**  
**International Trade Specialist, U.S. Small Business Administration**  
**US Export Assistance Center**

Martin Selander is the U.S. Small Business Administration (SBA) senior representative for international trade at the U.S. Export Assistance Center (USEAC) in Irvine, California. He has served at the SBA since 1991 and at the USEAC since 1996, coordinating SBA export financing and international trade assistance programs for four SBA Districts in Southern California and Nevada.

Prior to serving at the USEAC, Martin was a commercial loan specialist in the finance divisions of the SBA District Offices in Hartford, Connecticut and Los Angeles, focusing on SBA domestic lending programs, loan servicing, liquidation & workout, and economic development.

Martin holds a bachelor's degree in business administration from Central Connecticut State University, and a master's degree in business administration with an emphasis in finance from the University of Kentucky, where he interned as a graduate assistant at the SBA-sponsored Small Business Development Center. He also holds a Certified Global Business Professional (CGBP) designation.

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**10:45 a.m. – Noon Room A**

**Water and Irrigation: Learn About the Latest Technological Advances and Research**



**Harry Ferdon**  
**Senior Sales Manager, SWIIM**

Harry Ferdon serves as senior regional sales manager for Sustainable Water & Innovative Irrigation Management (SWIIM). He leads direct sales activities in established SWIIM regions. He joined the team with the goal of educating growers on the importance of comprehensive measurement and management of their water balance using the advanced methodology & instrumentation available from SWIIM.

Ferdon's background includes several years in instrumentation sales, specifically soil moisture monitoring and agronomic research equipment with a focus upon managing a variety of on-farm irrigation projects. His master's thesis paper, completed in 2016, analyzes the economic efficiency of water transfer strategies within California agricultural water districts. Harry earned his master of science degree from California State Polytechnic University, San Luis Obispo's Agribusiness Department. He is also a graduate from the University of California, Santa Barbara, with a combined bachelor of arts in economics and mathematics.



**John Skardon**  
**Chief Executive Officer**  
**Tailwater Systems**

John Skardon is the chief executive officer and founder of Tailwater Systems, an AgTech startup located in Salinas, California. He has 30 years of management experience in the high-tech industry, working in the United States, Asia, and Europe. John received his bachelor's in science degree in chemical engineering from Clemson University, and master's in business administration from Kent State University, and doctorate in policy studies from Clemson University. Tailwater Systems is a member of the Western Growers

Center for Innovation and Technology.



**Hoori Ajami**  
**Assistant Professor, Groundwater Hydrology**  
**University of California Riverside**

Dr. Hoori Ajami is an assistant professor of groundwater hydrology in the Department of Environmental Sciences, University of California Riverside. Prior to joining UCR, she was a post-doctoral fellow with the National Centre for Groundwater Research and Training in Australia and a Senior Research Associate at the University of New South Wales in Sydney, Australia. Her research interests are in the areas of catchment hydrology, groundwater recharge, surface water-groundwater interactions, water resources management, and geographic information science.

Hoori received her bachelor's degree and master's degree in environmental sciences from Isfahan University of Technology and Tehran University in Iran respectively, and also her doctorate in hydrology from the University of Arizona. Currently, her work involves the development and implementation of computationally efficient



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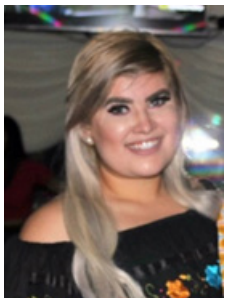
methods for hydrologic modeling and application of remote sensing and isotopic data in characterizing hydrologic cycle at a catchment to regional scale.

## 10:45 a.m. – Noon Room B

### Get the Latest Information about Labor Laws, Workforce Training Programs and Other Guidance for Managing Your Workforce

#### **Brian Thompson, Moderator**

Brian Thompson is a work experience instructional coordinator at the College of the Desert.



#### **Brenda Paz Deputy Labor Commissioner, Division of Labor Standards Enforcement California Labor Commissioner's Office, Riverside District Office**

Brenda Paz grew up in the fields of Fresno, California. Both her parents were field workers in Northern and Central California, and agriculture is something she is very passionate about. Paz's passion for labor laws began at a very young age as she saw her parents struggle to make a decent wage. In 2006, Paz started her state career first in the State of Iowa with the Civil Rights Commission as a mediator helping solve issues between employer and employee. In 2015, Paz moved to California and started her state career here. Currently Paz is part of the Bureau of Field Enforcement where she investigates cases in many different industries but is now specializing in agriculture in the Riverside and San Bernardino counties.

#### **Mabel Martinez Deputy Labor Commissioner El Centro District Office**



#### **Yvonne Villalobos Assistant Regional Manager Riverside County Economic Development Agency Workforce Development**

Yvonne Villalobos is the assistant regional manager of the Riverside County Economic Development Agency, and she has been with the agency for almost 25 years. Yvonne began her career working on the Summer Youth program where thousands of low-income youth were given the opportunity to do paid internships at public and non-profit agencies. Yvonne continued working with youth and young adults through Operation TeenWork, a collaborative effort with the Desert Sun and served as the project coordinator during the first five years of the start-up of the Career Pathways Initiative with Coachella Valley Economic Partnership; now their own non-profit, One Future Coachella Valley.

As a native to the Coachella Valley, Yvonne graduated from Indio High School, received her bachelor's degree from San Diego State University and completed several professional certifications in Workforce Development

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career management. In 2010 she became an assistant regional manager supporting Workforce Development Center workshops, training programs as well as many special projects that included the development of industry sector specialists.

She is here today to share the Workforce Development Center's business programs that are available to all businesses. The Workforce Development Board's Eastern Regional committee has identified agriculture and hospitality as two key industries essential to the economy of the Coachella Valley.



**Ryan Swier**  
**Marketing Specialist**  
**California Employment Training Panel**

Ryan Swier joined the Employment Training Panel (ETP) in 2007 as a contract analyst at the San Diego regional office. In 2011, Swier assumed a role in the marketing division, where he serves an integral member marketing in ETP program to the southern California region. Swier's focus is to attract and retain businesses that contribute to a healthy California economy by providing reimbursement to offset training cost. Prior to joining ETP, Ryan worked for the State Compensation Insurance Fund as a Workers Compensation Claims Adjuster.

Swier obtained his bachelor's degree in marketing from Fort Lewis College in Durango, Colorado and his master's degree in human resources and organizational behavior from National University in San Diego, California.



**Luz Gallegos**  
**Program Director at Training Occupational Development Educating**  
**Communities (TODEC)**  
**Legal Center**

Luz Gallegos is the program director of Training Occupational Development Educating Communities (TODEC) Luz Gallegos was born and raised in the Inland Empire. She began, "en la causa, el movimiento" as a very young child with the guidance of her parents. Advocating for civil/social justice, organizing, and marching alongside with great leaders like Bert Corona, Soledad "Chole" Alatorre, and Cesar E. Chavez. Gallegos is a natural leader. Her organizing and advocating experience came firsthand throughout her childhood. At a very young age she developed a community conscious and commitment, what has become part of her life.

She has led hundreds of community programs and campaigns dealing with an array of issues, immigrant rights, and civic engagement. Gallegos has mentored hundreds of youth and has motivated them to continue with their education while not forgetting their roots. As community program director at TODEC Legal Center, she continues to give continuity to her family's community commitment and legacy.



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**10:45 a.m. – Noon Room C**

## **Imports and Organics: How Do Regulators Screen Imported Produce and How Does Produce Get Certified as Organic**



**Helene R. Wright**  
**State Plant Health Director, California**  
**USDA, APHIS, PPQ**

Helene Wright is the state plant health director for USDA, Animal and Plant Health Inspection Service (APHIS), Plant Protection and Quarantine, responsible for all plant pest and disease programs within the State of California. She graduated from California Polytechnic State University in San Luis Obispo with a bachelor of science degree in biological sciences. She has held various positions within USDA and has been responsible for some significant plant pest programs such as Gypsy Moth and Grasshopper control, the eradication of European Grapevine Moth in California, as well as several exotic fruit fly eradication programs. She provides oversight to the Mediterranean Fruit Fly Sterile Release Program in the Los Angeles Basin. She is also responsible for coordinating the export of agricultural products out of California making sure that industry adheres to the negotiated work plans. There are almost 200 PPQ employees statewide. They are involved in inspecting incoming plant shipments, treating commodities when pests are found, pest survey detection and eradication, smuggling interdiction, and export facilitation.



**Naveeda Mirza**  
**Program Manager – Agriculture**  
**Field Office Los Angeles**  
**U.S. Customs and Border Protection**

Naveeda Mirza has been assigned as the program manager – agriculture at Los Angeles Field Office, located in Long Beach, California, since August 2009.

She is responsible for all agriculture operations at the Port of Long Beach/Los Angeles, Port Hueneme, Los Angeles International Airport, Ontario International Airport, John Wayne International Airport and Las Vegas International Airport. She serves as the liaison with local Animal and Plant Health Inspection Service (APHIS) staff and Agriculture Program Trade Liaison's office in Washington D.C.

Mirza provides guidance and clarifications to the Customs and Border Protection staff about APHIS regulations and ensures that all APHIS regulations and CBP laws are enforced properly at all ports of entry.

She served previously as a section chief for trade operations at the Los Angeles International Airport, acting assistant port director for trade operations at the Los International Airport; port director, USDA, PPQ – Los Angeles International Airport; director of operations, USDA, PPQ – Los Angeles International Airport. Mirza began her federal career in 1993 as a USDA, PPQ Officer at Los Angeles International Airport.

She has a master's of science degree in zoology from the University of Peshawar, Pakistan.



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**Scott Renteria**  
**CDFA, Organics, California Department of Food & Agriculture Inspection**  
**and Compliance Branch**

Scott Renteria is a special investigator for the California State Organic Program. Renteria specializes in Producers/Handlers/Processor's Organic Registration, and reviewing all surveillance and complaint based enforcement for appropriate handling.