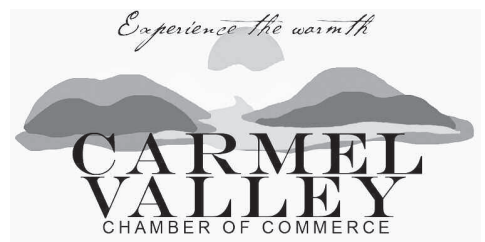


CARMEL VALLEY CHAMBER CONNECTION

Strengthening Your Business and Our Community



831.659.4000

www.CarmelValleyChamber.com

P.O. Box 288

Carmel Valley, CA 93924



FINDING COMMUNITY IN THE HEART OF MUSIC

After more than a half century paying homage to jazz — and immortalized in the 1972 Clint Eastwood directorial debut “Play Misty for Me” — KRML Radio reinvented itself in late 2012 as a community-oriented, eclectic rock station.

The brainchild of the late Scot McKay, KRML has partnered with local charities, businesses and events to bring local voices and perspective to the airwaves.

McKay passed away from brain cancer in July of 2013, but got to see the full realization of his dream of making radio relevant again (ironically, the station first went on the air by participating in a stunt, calling itself Yummy FM, and playing

the same 10 pop songs over and over and over again). Just a few months after its real launch, KRML made local waves when readers of the Monterey Weekly voted it “Best Radio Station in Monterey County.” In just seven months, its format has resonated with listeners, as well as local advertisers such as Monterey County Bank, Carmel Ace Hardware, Butts Motors, Aqua Solei and Portola Hotel & Spa.



The new format found at both 1410 AM and 102.1 FM (and streaming worldwide at www.krml.com) features a diverse and progressive music library without destroying the spirit of its original jazz and blues roots, and it also exposes talented, but more obscure musicians, many of them local. Talk shows such as “Women on Top” with host Victoria Lara, and weekly segments like “Food Fodder” with the Grub Hunter and Raul, and “Homegirl” with garden/sustainability expert Kathryn McKenzie bring value and localness to the station.

Further, KRML has partnered with Portland, Ore., startup Social Radio to bring to www.krml.com an online music and content player that

features multiple channels, including one for jazz and blues.



KRML staff, from left: Producer Carl Magnuson, General Manager Mike Hale, Program Director Jeff White.

The KRML team is led by general manager Mike Hale, who brings a local perspective from his 13 years as features editor at the Monterey County Herald.

Jeff White is the program director, and in charge of the hugely popular music play list

as a music industry insider to gain access to top bands on tour. White has scored interviews with John Hiatt, Band of Horses, Matt Costa, ALO, Fire in the Hamptons and more, and many have played live in the KRML studio. White is also the inspiration behind the station’s hugely popular Pop-Up Concerts that spring up around town, providing free music from signed musicians on tour.

Carl Magnuson, or “Producer Carl” as he’s called, wears many hats at KRML, but mostly he’s the sales manager who writes and edits all the commercials heard on air. He’s also the graphic designer, project point man and general KRML ambassador.

Celebrating Twenty Years Of Chili



The Carmel Valley Chamber of Commerce and AT&T is pleased to announce the 20th Annual Chili Cook-off, Great Bowls of Fire, which will showcase local professional and amateur chefs competing for the best chili and local bartenders creating unique margaritas. Twenty years of

chili will be celebrated at The River Ranch at Carmel Valley Ranch giving attendees an upscale setting with a ranch like feel.

Reigning champions, Santa Lucia Preserve will be on hand to try and secure their title from professional contestants such as: Bernardus Lodge, Los Laureles Lodge, Carmel Valley Ranch, Paradise Catering, Plaza Linda and more! This year we will have our panel of “Foodie Judges” awarding the Golden Ladle in addition to the People’s Choice awards. Live Entertainment, a

Wine and Beer Bar and “Pub Talk” from KRML will be broadcasting live!

Advance online tickets are \$30 Members and \$32 Non-Members and can be purchased at www.carmelvalleychamber.com. Day of \$37. Tickets include one glass of wine. All other drinks are sold separately. Proceeds benefit Carmel Valley Chamber of Commerce, 501(c) 6.

Got a favorite Chili recipe that you want to share? Become a Contestant at www.carmelvalleychamber.com/

Upcoming Events:

Wednesday, August 21st

Hidden Valley Music Seminars Joint Mixer Golden Anniversary Celebration, 5 pm to 7 pm at 88 W. Carmel Valley Road, Carmel Valley. \$10 Members and \$20 Community Members. www.hiddenvalleymusic.org

Thursday, August 29th

Art & Design Center Grand Opening Ribbon Cutting Celebration, 5 pm to 7 pm at the Carmel Valley Community Youth Center, 25 Ford Road, Carmel Valley. Complimentary.

Sunday, September 8th

Joullian New Release Ribbon Cutting Celebration, Noon at 2 Village Drive, Carmel Valley. www.joullian.com

Wednesday, September 18th

20th Annual Chili Cook-off, 5 pm to 8 pm at The River Ranch at Carmel Valley Ranch, One Old Ranch Road, Carmel. Online Advance Tickets are \$30 Members and \$32 Non-Members. www.carmelvalleychamber.com

President’s Message



Tina Adams

What an exciting time it is for me to be taking on the president’s job at the Carmel Valley Chamber of Commerce, with the fabulous Fiesta weekend just passed and the Chamber’s Chili Cook-off coming up on Wednesday, September 18, 2013 at the lovely Carmel Valley Ranch! As a 24-year resident of Carmel Valley, I have had the great pleasure of watching both my family and the Village grow up and prosper, with the last couple of years being particularly eventful.

On the personal front, hosting the wedding of our daughter in July brought our extended family into contact with so many of the great hotels, restaurants and shops around the Valley. The hospitality was outstanding and made a memorable weekend for our family even that more special.

For the community, recent

years have seen the local economy stage a strong recovery from the Great Recession, powered in part by the transition of the Valley from its ranching roots to its winemaking future. Securing that future makes one of my key priorities in the year ahead enhancing and growing the Chamber’s Annual Art and Wine Celebration next June. Any and all ideas on that front are eagerly solicited at tinaadams@aol.com.

Just a quick biographical note for those who don’t know me: We moved to Carmel Valley in 1989 and our kids grew up through Tularcitos, Carmel Middle, Carmel High and Santa Catalina, as Tom and I launched Adams Media Research, with offices in the Village. After searching for a home for our growing family in the late ‘90s, I became interested in the real estate business, and you’ll now find me working out of the Porter-Marquard office of Sotheby’s International at the entrance to the village. Stop by and say “hello” anytime!

Here’s to a prosperous — and fun! — year ahead for the Valley I love!

New Member

Art & Design Center Carmel Valley

13770 Center St., Units 205 & 206 • artdc.cv@gmail.com

Will’s Fargo

Est. 1959

Real. Good. Food.

Prime and Choice Cuts of Corn-Fed and Naturally Raised Meats
Organic Vegetables • Fresh Fish and Pasta
Great Selection of Local Wines and a Full Bar



Open nightly, from 4:30 pm • Carmel Valley Village • Call 831-659-2774 for reservations

Don Giovanni

Hidden Valley Opera Ensemble

featuring some of America’s finest young singers

September 12-22
Six Performances

TICKETS

(831) 659-3115

Carmel Valley, California

Taste a Daydream

11:00 am to 5:00 pm daily



BERNARDUS TASTING ROOM
5 WEST CARMEL VALLEY RD., CARMEL VALLEY
831-659-1900 | BERNARDUS.COM

Mention this ad to receive 15% off a case of wine (sale items excluded)



With a long-time local heritage and commitment to Carmel Valley, Carmel and the cities of the Monterey Peninsula, our principals hope to provide the best possible service to their individual, small business, real estate and consulting clients.

Alan Cosseboom • Tracy Lucido • Clark Savage
(831) 250-6706

100 Clock Tower Place,
Ste 230 – Carmel, CA 93923
www.savageandlucido.com

Carmel Valley resident and expert

Come live the life you’ll love.
email for free home evaluation

Tina Adams
Sotheby’s International Realty
Carmel Valley

Sotheby’s
INTERNATIONAL REALTY

831.601.2040

www.sunnycarmelvalley.com

