



To whom it may concern,

Vida Juice Inc. Proposed Business Venture

Vida Juice Inc. is a company with an already standing location in Santa Cruz, California. We plan to continue the current mode of operation at the new location in Watsonville. Currently we are a Beer Brewing location with sales coming from in person purchases as well as retail and online orders. We plan to continue this model with an emphasis on a “family friendly” environment.

Our company has always maintained that brewing is an art and science to be explored and experimented with. We try and bring others into this idea. Vida Juice Inc. welcomes innovative ideas from within as well as from others. The overall goal is the experience along with the Beer. We all maintain a decorum of friendliness and openness to share the experience of brewing beer and are happy to show the public the time-honored steps involved with brewing. This openness always keeps the system of organization and level of cleanliness at a high standard.

Structure Leadership and Experience

Ownership of Vida Juice Inc. is shared between Juvenal Ornelas and Felipe Ornelas. The company specializes in pilot brewing. This is where the company helps other startups with their business until they can do their own craft brewing. Leadership is shared between both brothers. There are currently no employees within the company but that may change as current growth numbers stay consistent. Both Partners bring their 12 years combined experience in brewing craft beer. The new location is needed to account for the growth of the company.

Plan for location

The new location in downtown Watsonville will serve two purposes. The first purpose is to brew craft beer. The second is as a pouring room where people will be able to sample the products from the brewery or have a bite to eat from the neighboring restaurant along with their families. Location C will be the primary location of the Brewing system. Location B will be the larger location for a tap room. They will be opened between the two areas for better flow of traffic. Location B will also host any entertainment ventures along with possible live music.

Location C will be a more industrial area. This location will be the place where all the beer is produced and as such will be safely quartered off between workstations and the public. There will be spaces allotted for sitting customers, however this will be significantly smaller than the larger location B. This also has easier access for shipping and receiving to enter directly from the street side entrance into the appropriate holding spots.

Location B will have most of the seating for customers. This will be the center location of the project. This is the larger location and will give the most options for arranging events or seating for daily usage. This location will be the primary entertainment which will consist of any live music, games and any special events that may occur. Special events might consist of Trivia night or themed nights. Also, this location we able to be rented out for special private occasions.

Safety and Security plan

Safety is always the number one priority. As in the current location, safety is always front and center in everyday plans and projects. In the case of the Watsonville location, this will continue. The employee side of the project will maintain all rules and regulations involved with a craft brewing operation. This will include proper storing and maintenance of all equipment and supplies. All working areas will be free of obstruction and kept cleaned and well-marked. There is currently a weekly meeting to review all safety concerns or changes to a process.

Security goes hand and hand with safety. With a larger location comes more safety needs. This will be met by weekly security meetings. All security concerns will be addressed including employee security as well as customer security. Fire safety as well as protections put in place

for customers to always be safe in any situation. There will be cameras used in all locations deemed necessary and appropriate. There will also be contingency plans for various scenarios involving the customers safety from themselves and others.

Neighborhood Safety

All customers attempting to purchase alcohol will have their identification checked. In addition, all customers that may be intoxicated will not be served whether in our location or coming in from the street. We do not wish to cause harm to any person customer or not. If a person is deemed to intoxicated to drive or walk, we will see to it that an alternative ride home is achieved. All staff will be trained to notice if a person is in peril or over intoxicated and will have the measures in place to safely deal with the situation.

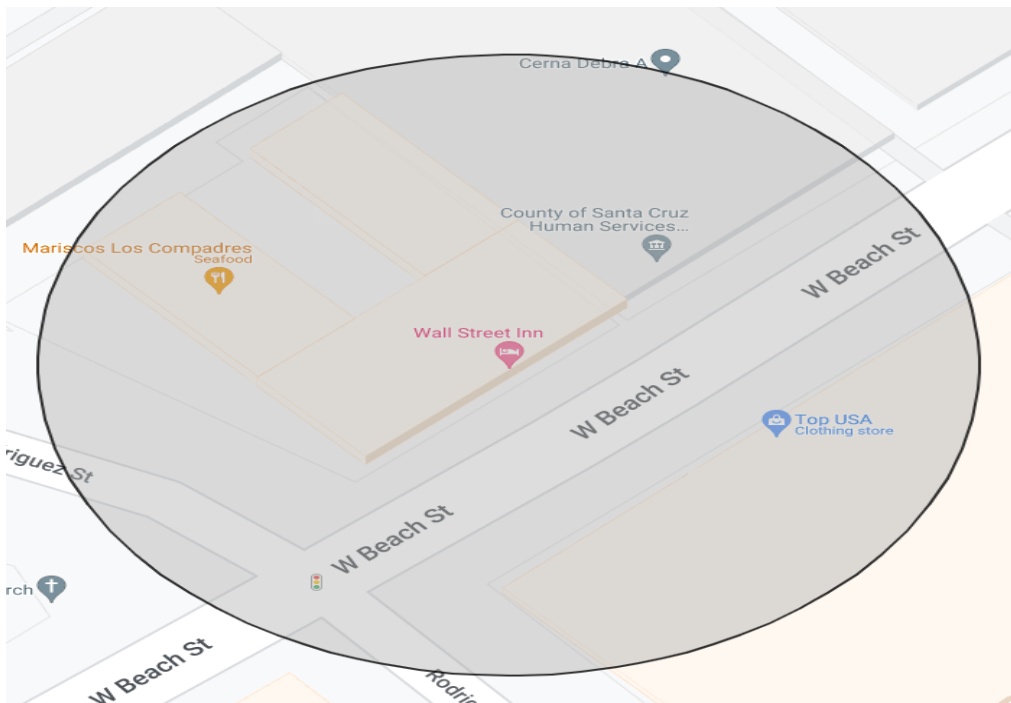
As a part of the community, we will also want to contribute to its safety within and outside our walls. This will include reporting all crimes to the authorities whether it is against us or someone else. We will not allow any forms of illegal activities in any manner on or near our property. This may include drug dealing, graffiti, littering, or any sort of violence.

Community Benefits

We consider ourselves active in the community. Buena Vista has donated both time and product to various causes. We would be happy to facilitate any benefit functions that would further causes within the community. We have donated product to be auctioned off for homeless charities and have donated to Farm to Table. We are local to the area and live in Watsonville and will continue being involved in the community at large. We look forward to being involved in the local community events as well as local government events if the call should arise.

Proposed Location

The proposed location is at 30 West Beach Street Watsonville, CA. It is on the corner of Beach Street and Rodriguez St. Within the same building is a restaurant Mariscos Los Compadres. Also within the same building is a beauty salon "The Styles Beauty Salon" and another business "Futuro Saludable". Within a hundred feet there is Top USA clothing store, Watsonville Discount Mall, Boost Mobile, and neighboring this location is the Workforce Santa Cruz Career Center. Within 300 feet of the location is the Via Del Mar apartments. There are no faith-based locations, schools, parks daycares, libraries, or preschools within 300 feet.



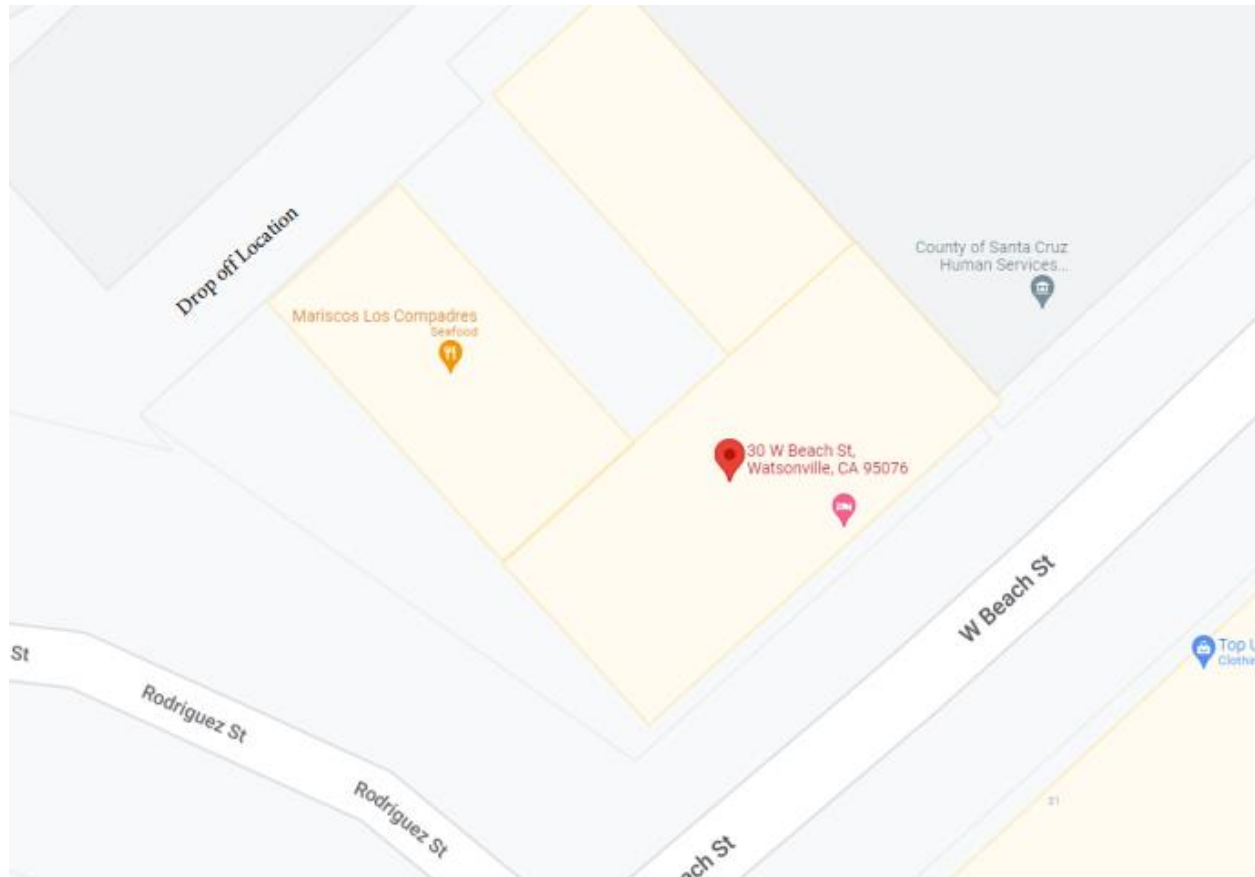
Restroom Facilities

The location has a non-gender specific and ADA compliant restroom accessible in the main room of area B. There is also both men and

women restrooms accessible from location B and C that have multiple stalls as well as Handicap accessible stalls in each.

Public Transportation and Drop Off Location

There are multiple access points to public transportation near this location. One block away on Rodriguez Street is the Watsonville Transit Center. One block to the south, there is the Rodriguez and second stop. Two blocks to the east are the Union and Beach bus stop. If a drop off location is necessary, there is a large parking lot next door for a vehicle drop off a customer as needed. Also, there is a location on the premises as show below.



ABC Regulations on Business

The ABC states the following:

Upon notice from ABC, licensees must take reasonable steps to correct objectionable, conditions that constitute a nuisance, on or in the licensed premises and on abutting public sidewalks up to 20 feet from the premises, within a reasonable period.

The following is a list of objectionable conditions:

- *Disturbing the peace*
- *Loitering*
- *Drinking or drunk in public*
- *Urinating*
- *Harassing passersby*
- *Drug activity*
- *Loud music*

- *Prostitution*
- *Lewd conduct*
- *Gambling*

As well it states:

- *If requested by law enforcement— Prominent, permanent sign(s) stating “NO LOITERING IS ALLOWED ON OR IN FRONT OF THESE PREMISES”*
- *If requested by law enforcement— Prominent, permanent sign(s) stating “NO OPEN ALCOHOLIC BEVERAGE CONTAINERS ARE ALLOWED ON THESE PREMISES”*
- *The exterior of the premises, including adjacent public sidewalks and parking lots under the control of the licensee, shall be illuminated during hours of darkness when the premises is open for business*
- *Litter shall be removed daily from the premises and swept weekly, including adjacent public sidewalks and parking lots under the control of the licensee*
- *Graffiti shall be removed from the premises and parking lots under the control of the licensee within 3 days*
- *No more than 2/3 of windows and clear doors shall contain advertising or signs*
- *If requested by law enforcement—no incoming calls on public telephones*
- *If there is rental or sale of harmful matter (adult videos), the licensee shall create an area labeled “Adults Only”*
- *Maintain a copy of the Operating Standards on premises for viewing by the public*

All these rules shall be enforced and trained of staff on a weekly basis or more as needed at first. Also, there is no over saturation of drinking establishments near the facility we are proposing. There are only restaurants within a few blocks of this establishment as well as a police station within two blocks of our proposed location. This, along with the training of staff and procedures set in place should help curtail any crime that should happen to occur on or near our location.

Business Plan

Vida Juice Inc. is a Craft Brewing company. As mentioned above, we are a business based on a more family and communal system of operation. As such, all our trainings will be frequent and all inclusive. We plan on a stepped approach to opening our business. Before any openings or production, we will have extensive staff training. It will involve what the city and county expect of us, as well as an overall view of the ABC rules and regulations involved with opening and maintaining a Brew location.

As mentioned, we will have various stages to the project. Stage one will involve the opening of Area B as a taproom. This will operate as a taproom with the only access to food coming from the neighboring restaurants. We plan have games and trivia nights to keep the place a lighthearted and fun location for anyone to attend.

Stage two will be Area C to make room for our existing brewing equipment. The Brewhouse area will need the most improvements such as plumbing and electrical upgrades for production needs. This will include limited tables, counters, and seating. Safety, ease of access to the exits and signage will addressed in both locations.



At this stage we will address the finance side of the business plan. There is financing options available for Vida Juice Inc. As two owners, there is a shared access to funds acquired from the growth of the current location in Santa Cruz as well as credit available to maintain future funding for any changes needed. There is also a communal group of like-minded brewers who also agreed to assist in the funding if needed. Fortunately, equipment has mostly already been purchased and is in current use in the Santa Cruz facility. We also have more equipment in storage for this growth. This equipment will simply be transferred and set up in the new location.

Because there is two owners and access to help from the industry, there is an initial low cost to operating hours. Until we get “up to speed,” most of our costs will be in the setup process and not labor costs. We will maintain the current levels of operations in Watsonville including the operating hours Tuesday through Sunday with closing times no later than 10PM.

Neighborhood Compatibility

Vida Juice Inc., Plans to produce high-end craft beer. This will be catered to a professional cliental or a person with more disposable income. Also, we strive to keep more of a family feel to the location. This will help to keep the noise and possibility of a negative neighborhood experience. In the case of an unruly person, they will be asked to leave. If the behavior persists in or outside of the location the authorities will be informed.

This location will be well-lit indoor and out. It will be kept clean and orderly both in and out. We will have ample and clear signage. The building is well insulated which will keep the noise down.

Safety and Security

All staff will be trained in safety and security for both themselves and the customers. Systems will be in place to deal with any foreseen emergencies including fires, fights, power outages, etc. Currently staff stays in a shifted schedule from 8AM to 8PM. The lead for this scheduling and training will be the owner Felipe and Juvenal. Any specialty training will require the use of an expert in said training to come in and give the leads the needed training. The leads will train any employees. This will be the model for most training needs.

The staff will be monitoring the locations as needed. This will include the hiring of security guards or off duty police officers as needed for special events. Area C will have a capacity of 30 people depending on the amount of space needed for brewing. Area B will have around a 70-person capacity, depending on the amount of space used for entertainment and seating. On busier days, the Brewery will have access to more employees as needed. We will keep a chart to track the average amount of customers on any given day. We will adjust the number of employees as needed.

To facilitate this amount of people coming and going, we will strongly encourage the use of the local public transportation system. We may post the local bus stops schedule in the facility near the exits as needed. If the customer is being dropped off, the above chart shows a location where the vehicle can turn in and safely drop off or pick a customer without affecting traffic. In the event there is a designated driver or group driving themselves, there is ample parking across the street in the West Beach Street parking garage.

Taproom Crowd Management Safety Guidelines

Event Planning

- When large crowds are expected, we will hire additional staff as needed and have trained security or crowd management personnel or police officers on site.
 - A detailed staffing plan that designates a location for each worker will be created. Based on the size of the crowd expected, we will determine the number of workers that are needed in various locations to ensure the safety of the event.
 - We will ensure that workers are properly trained to manage the event.
 - An effort will be made to contact local fire and police agencies to determine if the event site meets all public safety requirements and ensure that all permits and licenses are obtained and that local emergency services, including the local police, fire department and hospital, are aware of larger events.
 - Taproom managers will make key decisions as needed during the event.
 - Legible and visible signs that describe entrance and exit locations, store opening times, and other important information such as the location of major sale items and restrooms will be posted.
 - Preparation of an emergency plan that addresses potential dangers facing workers, including overcrowding, crowd crushing, being struck by the crowd, violent acts and fire. The emergency plan will be shared with all local public safety agencies.
 - Workers will be trained in crowd management procedures and the emergency plan.
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- Pre-Event Setup:
 - Designated workers will explain approach and entrance procedures to the arriving public and direct them to entrances. Outside personnel will have radios or some other way to communicate with personnel inside the store.
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- During the Sales Event
 - A separate taproom entrance for staff. We will provide door monitors to prevent crowd entry.
 - Make sure that all employees and crowd control personnel are aware special event schedule.
 - When the taproom reaches maximum occupancy, no additional customers to enter until the occupancy level drops.
 - A safe entrance for people with disabilities will be provided.
-
- Emergency Situations
 - No restriction of outlets and no locked exit doors.
 - Call for emergency medical response immediately.

30 West Beach Street, Watsonville, CA 95076

Lighting Plan



W. Beach St

Rogdriguez St

30 West Beach Street, Watsonville, CA 95076

Lighting Plan

Existing Lights- ⊕

Existing Cameras- ◻

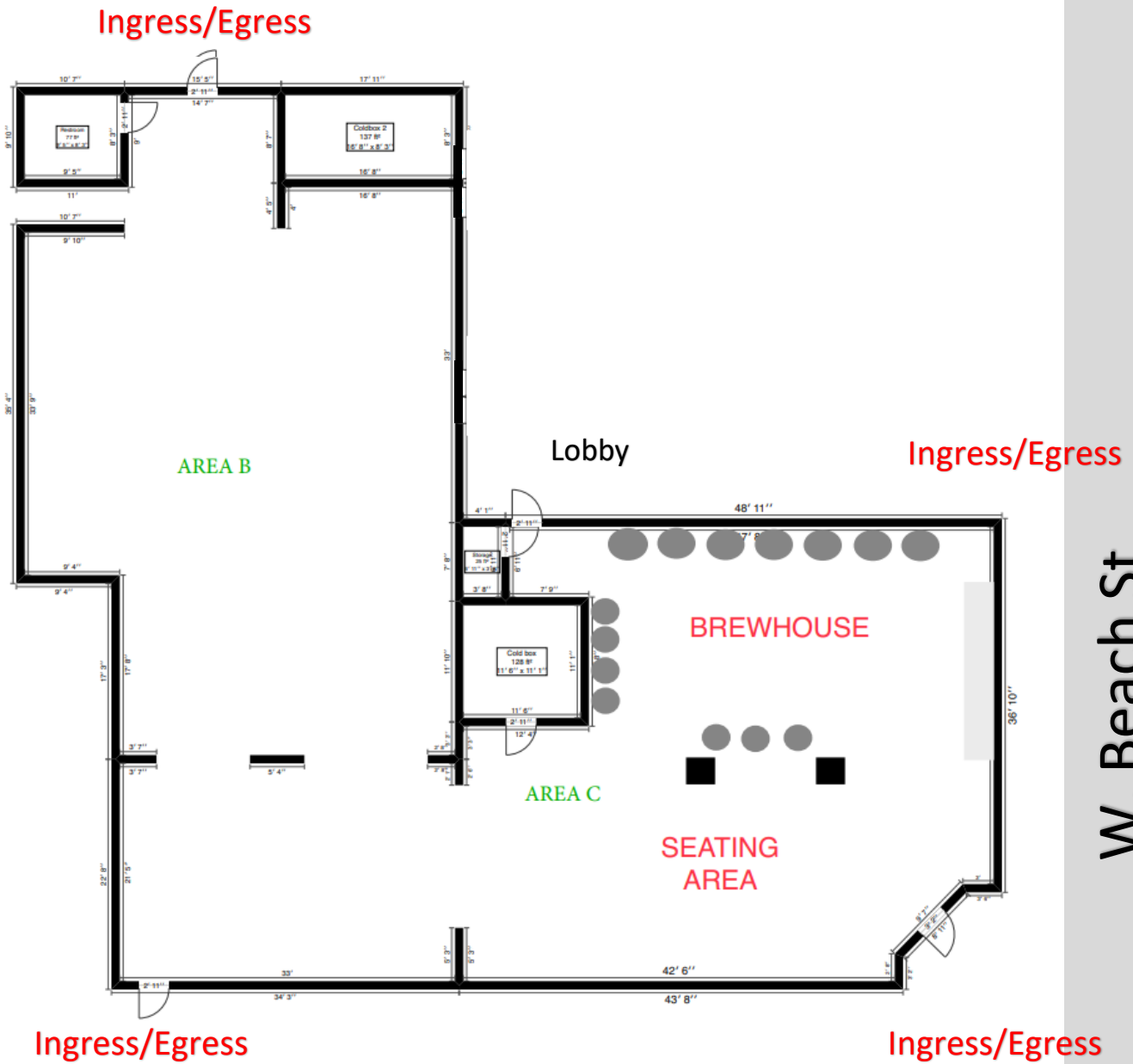
New Cameras- ◻



W. Beach St

Rogdriguez St

30 West Beach Street, Watsonville, CA 95076 Floor Plan

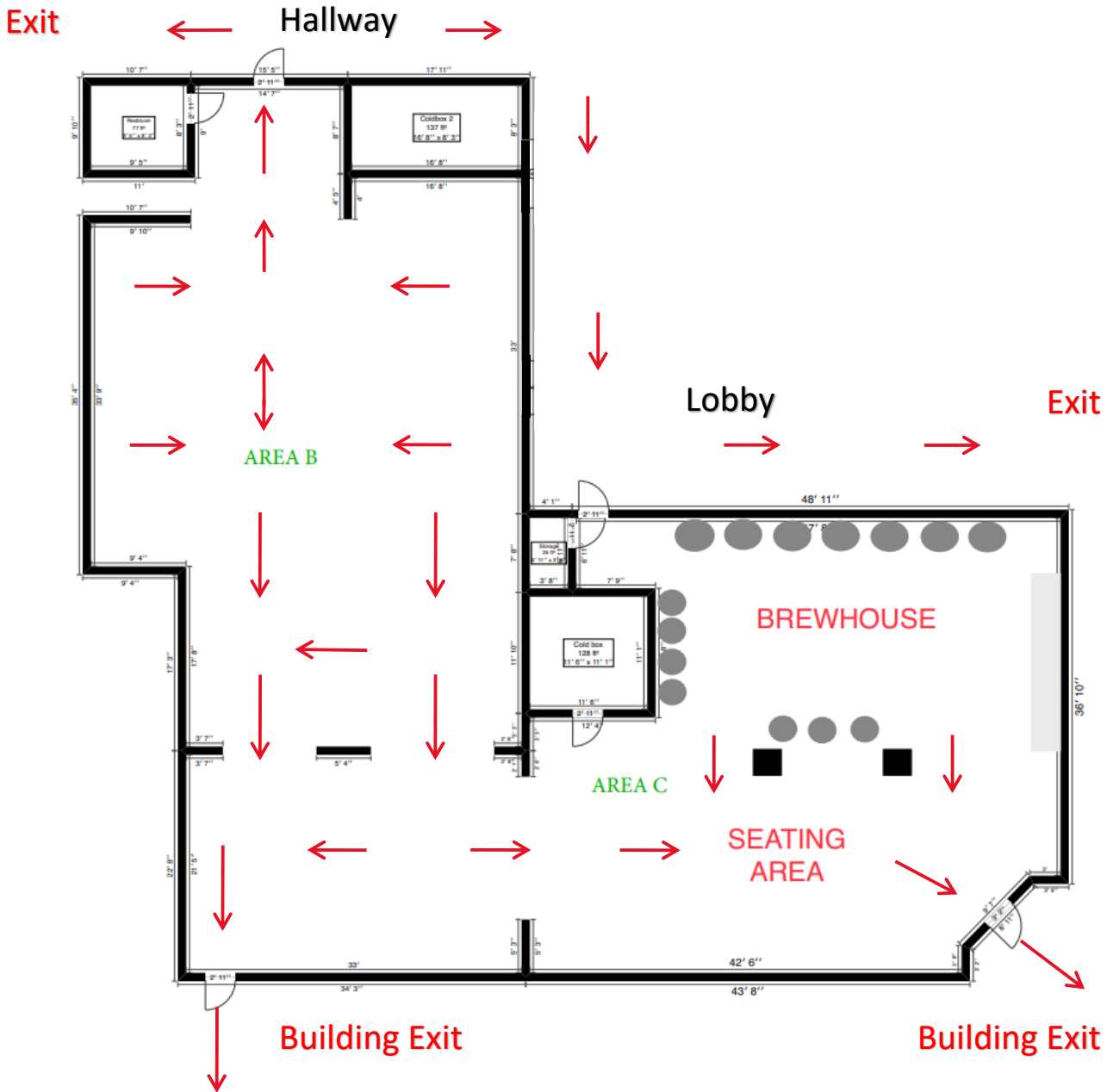


W. Beach St

Rogdriguez St

30 West Beach Street, Watsonville, CA 95076

Floor Plan



W. Beach St

Rogdriguez St



Chuck Ornelas <chuck@buenavistabrewingco.com>

Letter of Recommendation Watsonville Location

matisse extrakitchen.com <matisse@extrakitchen.com>
To: Chuck Ornelas <chuck@buenavistabrewingco.com>

Mon, May 16, 2022 at 7:50 AM

To whom it may concern,

Buena Vista Brewery not only makes great beer but they also know how to grow their business. They have been a very successful company and always paid their rent on time. They are friendly and easily reachable by phone and always able to talk. They have helped out other tenants and also gave advice to other new companies when needed. It has been very positive to have them at our kitchens and we believe they will grow Buena Vista Brewery into something amazing.

If you have any questions feel free to reach out.

Matisse Selman
ExtraKitchen.com
831-227-5069

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CSA Craft Beer Distributing, LLC.
Where Beer & Music Meet
Monterey County, CA

To whom it may concern,

CSA Craft Beer Distributing LLC has been in business for more than a few years. We have had our dealings with many different companies in northern and central California. In our experience, we have never met as professional and pleasant of company of people as Vida Juice. They have always gone out of their way to take care of anything we need as well as help us avoid some of the pit falls of business in Santa Cruz. Felipe And Juvenal are two of the nicest and most honest people we have ever had the pleasure of knowing.

If there is any two people that would be an asset to a community, it would be these two guys. Let us give you an example. We once were considering starting another brand in Monterey County. We had the paperwork and contract in hand. We thought this new brand we were purchasing was going to give us an advantage. Felipe and Juvenal (who we just met) gave us some advice. We have never looked back. It was a decision that saved us tens of thousands of dollars. This was out of the kindness and communal nature of their company and personal beliefs.

In finishing, we look forward to them opening their business as well contributing anything we can to the betterment of their endeavor and the community.

Rick Scolari

CFO – Chief financial officer

Michael Carrillo
Mike@csacraftbeer.com

Diego Ramirez
Diego@csacraftbeer.com

Rick Scolari
Rick@csacraftbeer.com

340 El Camino Real, Unit 21A, Salinas, CA 93901-4553

Attachment 2
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To Whom it May Concern,

Hillside Brewing Co. is a new Brewing Company that has been in business for over a year. From the start of our business there were many obstacles and lack of knowledge that our business had no idea how to overcome. That was until we found the mentorship of Vida Juice. They began to teach us the ins and outs of the business, and played a big role in the creation of our company.

Vida Juice has always gone above and beyond for their business, for all of their business partners and the different projects they go on in collaboration with. There has never been a time where Hillside has ever had a horrible experience while working under Vida Juice. Felipe and Juvenal have such great passion for their work, and they bring the same energy with all of their collaborators and business partners. The community they are creating is something that we admire the most. They aren't just focusing on the business aspect, but they focus on what they represent, how they can help others, and how they can teach their knowledge.

We have been so fortunate to be able to work with and under Vida Juice. We know that we still have a lot more to learn from, however; we are confident that with having Felipe and Juvenal to teach us along the way.

To conclude our letter, we look forward to Vida Juice opening their business as well as contributing anything we can to advance the process of opening this great endeavor.

Kind Regards,

Ulysses Fregoso

Ulysses Fregoso
CEO of Hillside Brewing Co.

Ulysses R. Fregoso

ulysess@hillsidebrewingco.com

Objective

Have worked in the Brewery industry for over 2 years. Posses a deep knowledge of local and craft beers as well as some food pairings. Seeking to continue the art of craft beer, all while networking, creating, serving, and being a part of a great community.

Skills

Serve Safe Certified, Certified Pourer, customer services, bilingual, knowledge in management, communication, sales, cash handling, knowledge of craft beer industry.

Experience

- Vida Juice Intern
 - Milled grain
 - Assist with brewing process
 - Provide general customer service
 - Help with canning and proper packaging process
 - Support with different networking events
 - Worked in sales
 - Assist with recipe creation
 - Help maintain and clean the brewery.
 - Assist with Keg cleaning and other equipment handling.
- Hillside Brewing Co.
 - 1 of the 3 owners of business
 - Lead Brewer and recipe creator.
 - Network with other companies for events and collaborations
 - Provide Customer Service
 - Maintain relationships with Brewery Influencers
 - Support in Inventory and Sales
 - Help manage social media efforts.
 - Manage and supervise cleanliness in the brewery.

Work Experience:

Hayward Lumber

Dispatch & Lumber Yard Manager

429 Front St., Salinas, CA, 93901

05/2021 - Present

Hours per week: 60+

Dispatch & Lumber Yard Manager

- Oversee a team of 20+ people
- Ensure the safety and security of 15 acre property.
- Ensure efficient and effective daily operation of the yard, drivers, millworks, and temps by scheduling staff to cover days and hours of operation while meeting payroll to sales targets and monitoring service demands against resource availability.
- Supporting staff in performing duties through mentoring, training, and problem solving.
- Maintain the highest quality Branch staff to ensure the best customer service possible by selecting, orienting, training, coaching, counseling, appraising, and disciplining assigned staff.
- Provide ongoing direction to all employees in the absence or at the direction of the Branch Manager.
- Provide adequate products on hand to present an in-stock image while limiting the amount of inventory necessary to conduct daily business by monitoring inventory levels, assessing demand placed on inventory by pending customer orders, and submitted requests to replenish stock.

- Coordinate delivery times and total hours for load building, checking and staging while monitoring timeliness, accuracy, and quality of order received.
- Ensure all equipment, storage buildings, and grounds are readily available to meet all customer needs, establishing and monitoring preventive maintenance programs on trucks, forklifts, and saws.
- Ensure a safe working environment and attitude on the part of all employees in areas of responsibility by implementing all safety policies & procedures, and being a positive role model for safe work behavior.
- Assist other management and staff in achieving overall branch objectives working with the Branch management team in planning, budgeting, problem solving, and coordinating assigned portions of projects as necessary.

California Department of Corrections and Rehabilitation

Correctional Officer

CTF, US-101 Soledad, CA, 93960

07/2014 - 11/2018

Correctional Officer

Duties, Accomplishments and Related Skills:

Correctional Officer- Protecting the public, staff, and inmates while enforcing State and Federal laws. In a correctional institutional environment, disarms, subdues and applies physical and mechanical restraints to inmates; Responds to combat/emergencies utilizing lethal and less than lethal force; Supervises the conduct of inmates and staff; Stands watch on an armed post/patrols grounds; Watches for illegal activity; Writes various reports; Transports inmates; Prevents escapes; Conducts criminal and administrative investigations; Maintains firearms and equipment; Trained to accomplished all duties under high duress and stress.

- **Volunteered and Coordinated security for public/private events**

- **Worked with PD/CHP/SHERIFF in developing relationships with public and local business'**
- **Advised private security on special measures needed for events**
- **Developed and Maintained relationships with Law Enforcement.**

CSA Craft Beer Distributing LLC.

340 El Camino Real South, Unit 21A.

Salinas, California 93901

05/2014- Present

Chief Operations Officer / Owner

- Design, plan and implement business strategies, plans and procedures
- Set comprehensive goals for business growth and success
- Establish policies and procedures that promote company culture and vision
- Oversee daily operations and the work of our Team
- Lead our Team by example
- Be a motivator
- Create reports for the management Team
- Take the lead in expansion activities
- Maintain relationships with partners and vendors

- Coordinate, schedule, and execute vital operations to ensure product quality, availability, and distribution

The Home Depot

1590 Canyon Del Rey Blvd.

Sand City, CA 93955 United States

Professional Account Sales Associate

05/2005 - 07/2014

Hours per week: 40

Duties and Related Skills:

Order and ensure prompt delivery of construction materials for multiple Commercial Construction sites. Maintain Professional relationships with Commercial Account holders.

Read blue prints, build roofs, decks, and general carpentry projects. Teach common construction classes (carpentry, drywall, plumbing) to homeowners.



Michael Carrillo

Soledad, CA 93960 (831) 902-0751 michaelca@sbcglobal.net

PROFESSIONAL SUMMARY

Accomplished Chief Officer equipped with natural leadership talents and proven business acumen. Specializes in effectively running and continuously optimizing Craft Beer Operations. Proven talents in building strategic partnerships with stakeholders and driving necessary change.

SKILLS

- Shareholder accountability
- Business start up
- Business alliances
- Operational leadership
- Financial leadership
- Corporate leadership
- Operational Oversight
- Contract Management
- Profit & Loss
- Business administration
- Market understanding
- Business Management
- Risk management
- Staff Management
- Financial Oversight
- Financial Management
- Operations management
- Account management
- Organizational leadership

WORK HISTORY

CHIEF EXECUTIVE OFFICER

06/2014 to CURRENT

CSA Craft Beer Distributing, LLC. | Salinas, CA

- Managed partnerships and strategic business relationships, including negotiating contract terms and handling conflicts.
- Identified and capitalized on short- and long-term revenue generation opportunities to maximize bottom-line profitability.
- Monitored use of best practices at all levels and implemented corrective actions to bring employees into compliance.
- Drove implementation of new market expansion to propel business forward and adapt to market changes.
- Built productive relationships with industry partners and competitors to support strategic business objectives.
- Prepared organization for forecasted demand levels through effective operational planning.
- Spearheaded initiatives to better target business metrics tracking and improve decision-making with real-time data.
- Maintained effective staff and resource utilization rates to balance financial and operational obligations.

SALES REPRESENTATIVE

01/2017 to 06/2018

Red Bull Distribution | Castroville, California

- Generated and followed up on lead lists resulting from specific marketing

campaigns.

- Completed customer contracts and warranties as part of administrative aspects of sales.
- Served as liaison for company, clients and referred prospects regarding inquiries, issues, order management, post-sales follow-up and customer relations.
- Organized sales paperwork, presented proposals and finalized contracts.
- Utilized professional sales techniques to persuasively communicate with clients.
- Reached out to customers after completed sales to evaluate satisfaction and determine immediate service requirements.
- Enhanced territory operations through successful cold-calling of area business leaders and establishing favorable contracts.
- Helped resolve client problems quickly with superior customer service.
- Broadened territories and negotiated successful contracts by seeking out new clients and utilizing leadership skills.
- Exceeded sales goals, increased revenue and facilitated sales.
- Contacted customers and prospects to generate new business to achieve company growth goals.
- Trained and mentored new sales representatives.
- Surpassed sales objectives several consecutive years by constituting and cultivating productive partnerships with clients.
- Exceeded goals for new accounts in single sales cycle.

SALES REPRESENTATIVE

01/2006 to 06/2018

Elyxir Distributing LLC | Watsonville, California

- Developed and delivered engaging sales presentations to convey product benefits.
- Met with existing customers and prospects to discuss business needs and recommend optimal solutions.
- Generated and followed up on lead lists resulting from specific marketing campaigns.
- Initiated sales strategies by recruiting new clients through approved methods.
- Served as liaison for company, clients and referred prospects regarding inquiries, issues, order management, post-sales follow-up and customer relations.
- Utilized professional sales techniques to persuasively communicate with clients.
- Helped resolve client problems quickly with superior customer service.
- Broadened territories and negotiated successful contracts by seeking out new clients and utilizing leadership skills.
- Enhanced marketing and sales strategies to increase profitability and develop organizational pipeline.
- Exceeded sales goals, increased revenue and facilitated sales.

- Contacted customers and prospects to generate new business to achieve company growth goals.
- Trained and mentored new sales representatives.
- Surpassed sales objectives several consecutive years by constituting and cultivating productive partnerships with clients.
- Implemented marketing strategies and techniques, increasing revenue and customer satisfaction.
- Earned award while facilitating business through new programs and initiatives.
- Cultivated sales and new business opportunities in new markets to achieve bottom-line results.
- Communicated with customers to understand needs and recommend appropriate solutions.
- Devised and implemented product strategies for filling market gaps and driving consistent sales.

WAREHOUSE SUPERVISOR

01/1991 to 01/2006

Gallo Sales | Watsonville, California

- Supervised all warehouse operations, including shipping and receiving, distribution, and workplace safety.
- Oversaw warehouse staff and maintained efficiency in fast-paced environment.
- Maintained high levels of accuracy in daily operations.
- Supervised shipping and handling operations.
- Managed day-to-day operations of warehouse, including freight and parcel shipments, returns and transfers.
- Monitored adherence to safety protocols and company policies by staying attentive to details.
- Managed merchandise inventory transactions.
- Started up and shut down processing equipment.
- Maintained quality service by establishing and enforcing organization standards.
- Maintained excellent performance standards while working in hot warehouse environment.
- Monitored employee performance and offered mentoring and leadership to improve any deficiencies.
- Promoted safety policies and practices among personnel, enforcing appropriate handling and use of equipment and products.
- Performed troubleshooting to resolve issues with equipment, devices and products.
- Tracked production and quality control systems to proactively identify deficiencies.
- Oversaw inventory control levels and verified storage and organization processes were upheld correctly.
- Handled freight and parcel shipment schedules, return and transfer.

processes and oversight of daily warehouse operations.

- Adhered to industry best practices for warehousing, material handling and documentation.
- Created and enforced detailed organization processes to increase quality service standards.

EDUCATION



High School Diploma

06/1977

Gonzales High School, Gonzales, CA

RICK SCOLARI

1644 Vineyard Dr
Soledad, ca 93960

Rickscolari@yahoo.com

(831) 297-0305

OBJECTIVE

To further my knowledge of logistics as well as fulfill my desire to create a successful business in my local area.

SKILLS / QUALIFICATIONS

- Five years experience community college office management experience
- Over 10 years business management experience
- Working knowledge of BANNER screens and counselor's SARS Grid program
- Proficient with MS Office (Word, Excel, PowerPoint) and Outlook including the calendar function on both Mac and PC platforms
- History of high performance in high volume, high stress environments

PROFESSIONAL WORK EXPERIENCE

Business owner

CSA Craft Beer Company

Salinas, CA

2016 to present

- CFO In charge of finance
- Assist in the day to day running of the company
- Maintain customers details
- Learn follow and enforce all laws relating to the production and distribution of beer and or alcohol.

Office Manager

Veterans Education Transition Department

City College of San Francisco

San Francisco, CA

2011 to present

- Manage general information desk for the MUB including supervision of student workers, manage faculty schedules, coordinate reception area and process records for the department
- Coordinate needs for Multi-Use Building (MUB) at City College of San Francisco including coordinate logistics for multipurpose room 140, reserve rooms, and post signage for cancelled classes
- Serve as the liaison between department heads and faculty with the intent of continually improving communications between the departments
- Ensure that students and faculty adhere to federal and state policies as they relate to international student guidelines

- Compose departmental correspondence including correspondence to faculty and student newsletter
- Interact with members of the public including students, faculty, and community members
- Conduct research regarding policies for international students
- Research and analyze statistics of student trends for department

Supervisor / Production Coordinator

Taylor Farms

Salinas, CA

2007 to 2009

- Worked with at-risk, gang-affiliated youth, as well as migrant workers
- Supervised warehouse crews in their daily routines including maintenance and follow through of daily customer needs
- Coordinated multiple lines of produce including raw product acquisition, employee scheduling, start up and stop times
- Responsible for daily production meetings and reports including periodic updates and adjustments
- Used a wide variety of computer systems with a heavy emphasis on complex Microsoft Excel charts

Dispatcher / Traffic Coordinator

Fresh Express

Salinas, CA

2000 to 2006

- Worked with a diverse population of immigrants, low-income communities and migrant workers in the lettuce fields of Salinas Valley
- Assisted in development and implementation system to manage appointments for up to 140 LTL trucks daily with shipping volumes in excess of 160,000 cases per day
- Assisted with supervision and training of office and loading dock personnel in all aspects of receiving, picking, and shipping fresh cut and value added products
- Participated in process improvement teams such as inventory control and dump and donate reduction with outstanding results
- Developed and maintained procedures for making truck appointments, rotating inventory, and managing 'Perfect Order' (% of trucks out on time with no shorts) at 98%

Shipping / Receiving Supervisor

Samsung

Santa Clara, CA

1998 to 2000

- Handled all incoming and outgoing packages (including tracking) for the research wing of my company with a large emphasis on non-disclosure
- Assisted in the invoicing and billing of all areas related to my department including reconciling the monthly budget
- Managed all employees related to shipping and receiving including large department

movements

Customer Service Associate

Kinkos

San Jose, CA

1996 to 1997

- Copied, collated, and scanned complex jobs for a wide variety of customer needs
- Working knowledge of a variety of copiers, scanners, and computers
- Responsible for knowledge of office etiquette and a wide variety of different office software

OTHER WORK EXPERIENCE

Student Lab Aide

City College of San Francisco

San Francisco, CA

2/11 to 1/12

- Processed student requests at front desk of Continuing Student Counseling Department
- Scheduled student appointments into BANNER on SARS Grid program
- Responded to general phone inquiries
- Managed the flow of student traffic for the counselors in the Continuing Student Counseling Department

VOLUNTEER EXPERIENCE

- Mentor, Gateway to College Program, City College of San Francisco (1/11-present)
- Recipient of Gateway To College “Community Advocate Award” (May, 2011)

EDUCATION

School

City College of San Francisco
 Masters Institute
 Gonzales High School

Location

San Francisco, CA
 San Jose, CA
 Gonzales, CA

Degree / Certificate

Associates Degree (expected 2017)
 Certificate Business Network Management
 High School Diploma