

## 40th Anniversary Issue

### President's Message

**"We choose to go to the moon! We choose to go to the moon... We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard." - John F. Kennedy**

There was a lot of grumble about the Apollo 11 project when it was first announced. The President at that time, John F. Kennedy,

needed to convince the Congress and the American people that it was imperative the US go to the moon.

He decided to do it with a speech.

The speech he gave called "We Choose to Go to the Moon" became famous. His rousing line in the speech was the line above.

I've been thinking a lot about this speech, particularly the last line. I often talk about empathy and why UnitedAg approaches healthcare the way it does.

But until now, I haven't explicitly answered the follow-up question: Why us? Why now?

The answer is in JFK's line. I do it, not because it's easy, but because it's hard.

But why do we do hard things? Healthcare is so difficult to change that it's hard to believe we will even

make a difference. It's been stuck in this systematic, cold, unempathetic way for a long time. For those who aren't on a UnitedAg health plan, every single day is a reminder of that.

I thought about why I do the hard things in life.

A couple of years ago, I took a long hike to see Machu Picchu. It was four and a half days long and very difficult for me. Despite that, I was able to hike Macchu Picchu for a simple reason: because the trails were already there. You know that others have gone down the same path. That's how you know it's possible. I did the hard thing of hiking to Machu Picchu because I knew it was possible.

It's a truism that things are often impossible until they are not. Going to the moon seemed impossible. Then, astronauts went up to the

moon and made those permanent footsteps on the lunar surface. That made it easier for everybody else to go.

And that's what UnitedAg is trying to do. We're trying to make it possible for a newer, better version of healthcare. Healthcare that lives up to its name... and cares.

What we're trying to do is create and discover those trails. We're trying to leave those big footsteps so when people come after us, it's not as hard. It's not impossible anymore. All they have to do is to walk in the footsteps we've already made.

The footsteps we've made in the past 40 years, although new at the time, now seem inevitable. We're sure the next 40 years will be the same.

*Kirti Mutatkar is UnitedAg's president and CEO*

### This Issue

#### Through the Years

*UnitedAg's history in photos*

#### Legislative Updates

*Attorney Lauren M. Noland-Hajik explains updates to California's legislation amid the pandemic*



UnitedAg headquarters in Irvine, CA (1987)

At UnitedAg, we strive to bring innovative healthcare solutions to agribusiness by meeting our members' employee benefits needs, advocating for agriculture with lawmakers, and helping members comply with regulations.



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## Table of Contents

**Upcoming Events** 04

**UnitedAg Through the Years** 06

*Our history in photos*

**Advocacy Updates** 12

*California legislative updates*

**Hiring & COVID-19** 13

*A message from our partner, AgSafe*



# Staying Healthy During a Pandemic

## A Message from Dr. Ku

There has been no shortage of societal challenges this year. The healthcare challenges posed by COVID-19 have pushed UnitedAg to elevate our services not only to support our members during these trying times but also to build a foundation for better outcomes in the future.

Last fall, our membership identified five focus areas for innovation in 2020: chronic disease management, behavioral health, caregiver services, employee engagement and healthcare navigation. Instead of throwing us off course, the COVID-19 pandemic made it crystal clear why we need these services and where to invest our time, energy and dollars to achieve a better healthcare experience. I want to share with you three major learnings from the pandemic and what we are doing to address them.

First, the stress of COVID-19 shined a spotlight on the urgent need for more robust mental health services. There were already disparities in behavioral health outcomes in our communities, but being on the frontlines during a deadly pandemic added a tremendous burden to our workforce. To expand our mental health offering, UnitedAg partnered with Spring Health, a comprehensive behavioral health service that pairs each individual with a care navigator. This hands-on approach is necessary in times of crisis but should also be thought of as a preventive health benefit that's accessed whenever we aren't feeling our best.

Second, UnitedAg has always been a member-centric organization that utilized in-person interactions to connect with our membership. Without the ability to meet face-to-face, it became obvious that we need a stronger infrastructure for digital communication.

Our monthly HealthChats webinars have created great opportunities for education and discussion (see page 5 for more information). Also, UnitedAg has partnered with

ConsejoSano, a culturally and linguistically personalized text messaging platform that allows us to interact with our members and disseminate important information about benefits.

Lastly, given that those with chronic conditions have a higher risk of severe illness and death from COVID-19, the pandemic reminds us that chronic diseases not only jeopardize long-term health but also worsen outcomes for acute illnesses. However, control of chronic conditions requires years of longitudinal care.

Our Health & Wellness Centers have continued to enroll members in lifestyle management programs for conditions such as diabetes and hypertension, and many participants have improved their conditions to the point where they can get off medications! Further, our Health & Wellness Centers have been an invaluable resource for COVID-19 testing and workplace mitigation strategies. The success of these programs is the result of close relationships with regional health systems, community ties, and a deep understanding of the population we serve.

Over the past several months, the UnitedAg ecosystem has proven itself much more than just a health plan and its clients. We are a community built around trust and passion for bringing the most innovative and cost-effective care to the agriculture industry. In the face of challenges, it's clear we stand and move forward together.

*Rosemary Ku, MD/MBA/MPH is chief medical officer at UnitedAg*

# Upcoming Events

## Connect with Us Virtually

Organizationally, 2020 was off to a rough start. We canceled our 40th anniversary celebration in Maui, as well as the 2020 session of Emerging Leaders. While it seemed like a precaution in early March, it's clear that this is the new normal, at least for now. So, we're moving forward with our original programming for the rest of the year, virtually. We hope you'll stay connected with us until we can convene in person again soon.

## Deadline to Apply: 2020 Vocational Scholarship

**July 31, 2020 | 11:59 p.m.**

*Free for members and families*

Exclusive to UnitedAg member employees, the Agricultural Vocational Scholarship Program offers financial support to individuals seeking agriculture-specific education and training at certified vocational schools, trade schools or other institutions. This program is a part of the benefits UnitedAg offers to you, our members. We have \$30,000 in scholarship funds available this year!

Don't wait—apply online today at [futureagleaders.org](http://futureagleaders.org).

## CONNECT

↓ ↓ ↓ GROWING A HEALTHY COMMUNITY, TOGETHER



**August 20, 2020 | 9 - 11 a.m.**

*Free for members and service representatives*

CONNECT with us Thursday, August 20, to learn about the latest resources to help elevate your employee's health care experience and grow a healthier community together. Attendees will "walk away" with new ways of improving employee health, productivity, and enhance workforce engagement.

At the virtual forum, we'll cover:

- Innovation Pilot Program
- Healthcare engagement service, ConsejoSano
- Mental health platform, Spring Health

We specifically designed this forum for benefits managers, HR professionals, risk managers and safety coordinators, account managers, CFOs and service representatives. To register, visit [unitedag.org/connect](http://unitedag.org/connect).

## HealthChats

**Monthly | 11 a.m.**

*Free for members*

Join us for candid conversations about the health issues affecting our communities. Stick around until the end of the presentation to have your questions answered by a medical professional. Our Spanish-language version, **CharlasSaludables**, covers the same topics with information relating to the Latina/o communities.

The following schedule is subject to change. To register, visit [unitedag.org/healthchats](http://unitedag.org/healthchats).

Preventative Care

**July 22 (En) | July 24 (Sp)**

More than half US adults have at least one chronic condition, most of which are preventable by maintaining a healthy lifestyle and getting recommended health screenings. Learn more about these conditions and find out what screenings you should schedule.

Dealing with Post Traumatic Stress Disorder

**August 21 (En) | August 28 (Sp)**

PTSD is more common than most people think. "Normal events," such as a loved one's sudden death, can be traumatic for most individuals. But when does a trauma become a disorder? Learn more about the illness, understand the signs, and get the help you need.

Alzheimer's Awareness

**September 18 (En) | September 25 (Sp)**

The most common cause of dementia, Alzheimer's affects over 5 million Americans of all ages. Learn all about the brain disease, including early signs and symptoms.

Mental Health & the Holidays

**October 16 (En) | October 23 (Sp)**

"The most wonderful time of the year" is, in reality, the most stressful. Depression and anxiety are rampant during that time, and many feel the need to mask those emotions. Understand the signs and learn ways to cope.

Diabetes Awareness

**November 6 (En) | November 13 (Sp)**

A 2020 CDC report found that 34.2 million Americans—just over 1 in 10—have diabetes. Fortunately, Type 2 Diabetes is preventable and highly treatable. Find out if your habits are putting you at risk and get expert advice on staying healthy.

Gut Health

**December 4 (En) | December 11 (Sp)**

A person's gut health affects their entire body. Learn about how your gut and microbes interact with your physical and mental health and get tips on how to optimize your gut health.

## What COVID Recovery May Look Like: A Financial Discussion

**October 7, 2020 | 9 a.m.**

*Free for members and service representatives*

Hear a diverse panel of financial experts present what they are seeing, what employers can expect, and what the short and long-term impacts of COVID could be for employers. They'll discuss best practices for re-entry and rebounding. This interactive dialogue will include a review of major insights, moderated participant discussions and Q&A. Sign up for our mailing list at [unitedag.org](http://unitedag.org) to be the first to know when registration opens.

# UnitedAg Through the Years

## Honoring the Past, Inspiring the Future

Reflecting on the past 40 years, we at UnitedAg are filled with a sense of pride and accomplishment. With the help of meaningful relationships, support and feedback from our members, we've made an instrumental impact in the Agricultural Healthcare industry in a powerful way.

**We dedicate this issue to our longtime members, some of whom have been with us for over 35 years!**

### Founding Members

Corona College Heights  
Regan Distributors  
Teixeira Farms

### Diamond (30-34 yrs)

Donlon Ranch  
La Sumida Nursery  
Ventura County Ag Assn

### Silver (25-29 yrs)

Borchard Companies  
Bosman Dairy  
Calberi  
Dasso Enterprises  
Dullam Nursery  
Ever-Bloom  
James H. Cowan Assoc  
Jim Fanoec

### Platinum (20-24 yrs)

Leavens Ranches  
Pedrazzi Farms  
R.C. Farms  
Saticoy Lemon Assn  
Alpine Meats  
Aqua Ben Hydrosorb Corp  
Blanco Farms  
BTV Crown Farms

California Rodeo  
Christopher Ranch  
Cool Pacific Land Co  
Dandy Cooling  
Milky Way Dairy  
Nichols Farms  
Smith Valley Cattle Feeders  
Sunshine Floral  
The Uni-Kool Partners  
Valley Pallet

Valley Pallet Trucking  
Western Tree Nursery

### Crystal (15-19 yrs)

Agricultural Services  
AP Pallet  
Bay City Flower  
Brent Eastman Ins Svcs  
DeJong Dairy Farms  
Foothill Packing

Grower Shipper Assn –  
Central CA  
Growers Container Co  
International Produce Group  
J&J Farms  
John Pedevilla Electric  
Mariposa Ranch  
Metzer Farms  
Monterey Wine Co  
Ocean Mist Farms

Pebble Ridge Vineyards  
Portabox Company  
Prime Time International  
Quail Mesa Ranch  
RAMCO Enterprises  
Rincon Farms  
Royal Rose  
Sedco Farms  
Steinbeck Co. Equine  
Sturdy Oil Co

The Nunes Co  
Ventura Pacific  
William Boos & Co  
Wymore

## UnitedAg Chairmen



**AJ Cisney**  
Rancho Guadalupe  
(2018-Present)



**Anthony Vollerling**  
Sunshine Floral  
(2016-2017)



**Brian Edmonds**  
Fillmore-Piru Citrus Assn.  
(2014-2015)



**Pat Regan**  
Regan Distributors  
(2012-2013)



**Paul Powell**  
Foothill Packing  
(2010-2011)



**Chuck Nichols**  
Nichols Farms  
(2009)



**Frank Chavez**  
AgroCoco  
(2008)



**Adin Hester**  
Olive Growers Council of CA  
(2007)



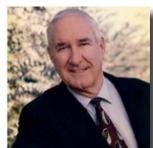
**Craig Waite**  
Growers Container Co.  
(2006)



**Miguel Cea**  
Ag-Fume Services  
(2005)



**Joe Fink**  
Tanimura & Antle  
(2004)



**Bob Nobel**  
Nobel Farms  
(2003)



**Mario Chacon**  
Del Mar Trading  
(2002)



**Raul Segura**  
Segura Int'l  
(2001)



**Tom Amaro**  
Pacific Ag Consulting  
(2000)



**Glenn Miller**  
Saticoy Lemon Assn  
(1999)



**Jerry Armstrong**  
Armstrong Egg Farms  
(1998)



**Bob Brown**  
Speedling  
(1997)



**Mack Ramsay**  
Calberi/Pacific Commerce Grp  
(1996)



**Jim Rossi**  
Rossi Transport  
(1995)



**Nicky Hahn**  
Smith & Hook  
Winery  
(1994)



**Gary Matthew**  
Matthew & Sons  
Mushrooms  
(1993)



**Ken Creason**  
Fillmore-Piru  
Citrus Assn  
(1992)



**Maurice McMillan**  
Pro-Ag  
(1990-1991)



**Dave Donlon**  
David J. Donlon  
Ranch  
(1989)



**Jack Boyd**  
Pacific Titan  
(1988)



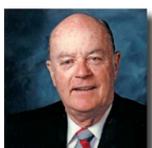
**Don Regan**  
Regan Distributors  
(1987)



**Al Pieri**  
CA Artichoke &  
Vegetable Corp.  
(1986)



**Al Friesen**  
Corona College  
Heights  
(1984-1985)



**Bill Forbes**  
UAA  
(1980-1983)



# 1980

6 member companies form the United Agricultural Association



# 1983

UABT is founded

# 1992



Mexico President Carlos Salinas de Gortari invites UA President Bill Goodrich to participate in meeting of ag leaders in Mexico City



10 WomenAg Leaders graduate from 1st leadership academy

# 2017

UnitedAg partners with Teladoc Health

4th Annual Member Health Benefits Forums



UnitedAg opens first Health & Wellness Center in the city of Visalia

Of the 30 invitees, UnitedAg is the only trade association represented

# 1995

UABT is Licensed  
UA first multi employer welfare arrangement licensed by the CA Department of Insurance



# 1999



UA Awards \$27,500 in Scholarships to 14 students



CA Ag Secretary Karen Ross keynote speaker at Annual Conference

# 2018

First Agribusiness Emerging Leaders Academy



California Agribusiness Credit Union



# 2000

Agribusiness Education Foundation (AEF) is founded

Awards \$30,500 in scholarships to 10 students

# 2002



UnitedAg receives prestigious REINVENTING AWARD from the OC Association for Corporate Growth



UA founder William C. Goodrich is remembered across the ag industry

# 2012

Launched CFO regional forums led by Kirti Mutatkar

# 2013

UAL is re-branded as **unitedag**

1st Annual Health Benefits Forum



# 2014

Kirti Mutatkar named President & CEO



# 2019

AEF Develops Vocational Scholarship Program and awards \$11,750 to 10 students in CA and AZ

UnitedAg launches Ops Forum webinars



UA launches Innovation Pilot Program to spearhead health innovation

# 2015

UnitedAg hits \$100 million in annual contributions



# 2016

Walkathon to benefit AEF



# 2020

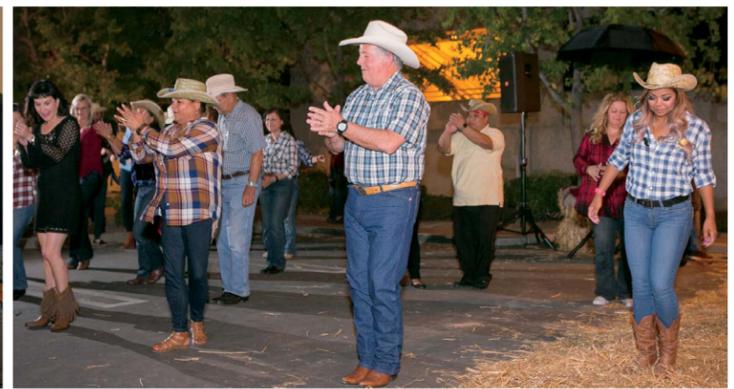
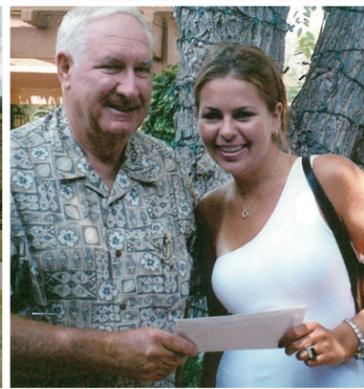


UA partners with CVS Caremark

UnitedAg launches HealthChats webinar series



Opens 2 new Wellness Centers in Turlock and King City



# Advocacy Updates

## CA Legislation During the COVID-19 Pandemic



With June comes the final push by the Legislature to pass a State budget by midnight on June 15. Generally, the budget passed by the Legislature reflects an agreement between the Governor and the Legislature. However, due to COVID, this year is anything but normal.

After minimal hearings on the Governor's budget, the Legislature released its own version of the budget. While it adopted much of the Governor's framework, the Legislature's plan differs on several significant points, including cuts to programs should additional federal funds not materialize and opposition to the Governor's proposal to cut all state employee salaries by 10%.

While the Governor and Legislature engaged in negotiations to reconcile the differences in budgets, they were not able to reach an agreement in time for the Legislature to vote on a budget on June 15. Because of this, the Legislature passed its version of the State budget, knowing the Governor did not approve of it.

On June 22, the Governor and Legislature announced they reached a budget deal. The Legislature will then vote on the negotiated budget, which the Governor will sign.

Even with a budget passed last month, it is not the end of the budget discussions. The Governor and Legislature will not have the full picture of the state budget until taxes are filed in July, so will be passing further "baby budgets" in July and August.

The Legislature also continues to move forward with legislation:

- There are dueling bills that would define Worker's Compensation during the COVID-19 state of emergency. Assembly Bill (AB) 196 (Gonzalez) would establish a conclusive presumption that a COVID-19 injury arose in the course of

employment for employees of essential industries. Senate Bill 1159 (Hill) would establish a rebuttable presumption that a COVID-19 injury arose in the course of employment for employees of essential industries.

- AB 2043 (R. Rivas) would require Cal/OSHA to adopt the guidelines it developed for agricultural employees during the COVID-19 pandemic by emergency regulation. The regulation would be in effect for the duration of the state of emergency or January 1, 2022.
- AB 3216 (Kalra) would expand paid sick leave to seven days during a state of emergency; expand the California Family Rights Act to cover new leave entitlements related to states of emergency; and establishes a new "right to recall" requirement for employees where an employer goes out of business, and there is a change in control or ownership.

The Legislature must complete all its business by midnight on August 31. While this may not appear too far off, we know that in the Legislature, a lot can happen in a short amount of time.

UnitedAg remains engaged to ensure the budget and legislative proposals between now and the end of the Legislative session consider agriculture.

*Lauren M. Noland-Hajik is an attorney at Kahn, Soares & Conway, LLP*

## From our partners

# Hiring in the Time of COVID-19

This story was edited for length. Read the full article at [unitedag.org/hiringduringcovid19](https://unitedag.org/hiringduringcovid19)

For many, harvest marks one of the busiest times of the year, and with it, the need to hire temporary labor. Before hiring seasonal workers, it is critical to consider what that new hire process looks like while navigating the myriad of required and recommended government agency practices relative to COVID-19.

Now is the time to develop a system for hiring, if one is not already in place. Clearly define who is responsible for each aspect of recruitment, from responding to inquiries about available jobs to conducting new hire orientation. For each of these, consider how to implement required social distancing of at least six feet, as well as how to provide both current and prospective employees appropriate personal protective equipment and easy access to hand-washing facilities or hand sanitizer. Many ag operations now keep their main office closed to the public, providing a phone number for employment inquiries. Some have made their job applications available online, and others have placed them in easy to access locations outside their office.

It is essential to clearly outline the appropriate steps to take and to communicate the new hire process to all employees. Word-of-mouth referrals are often the best source of potential hires, and current workers must understand the process.

These additional efforts will ultimately result in the need

for more time to screen prospective employees, complete their paperwork and conduct their new hire orientation. The Centers for Disease Control and Prevention still recommends small gatherings, and as of May 26, Cal/OSHA suggests ag employers limit their crew size. Employers are now working with smaller groups of employees in all aspects of their jobs, including onboarding.

It is also essential to reach out to third-party vendors, such as clinics or drug screening services, to determine how their protocol has changed. It may be helpful to work with multiple vendors to ensure their limitations on the number of individuals served does not slow this segment of the hiring process. Allow for more response time when conducting reference checks. With more individuals working from home, there is a delay for some in retrieving office voicemails.

The continued safety and health of our workers, as well as prospective employees, is paramount, and employers must consider the unique circumstances now impacting our industry.

For more information about worker safety, HR, labor relations, pesticide safety or food safety issues, visit [agsafe.org](https://agsafe.org), call 209.526.4400 or email [safeinfo@agsafe.org](mailto:safeinfo@agsafe.org).

*Amy Wolfe, MPPA, CFRE is president and CEO emeritus of AgSafe*

### Consider the following when hiring in the field

- Clearly label space to ensure prospective employees maintain at least six feet of social distancing.
- Sanitize common equipment taken into the field for administrative staff and supervisors, such as tables, chairs, and clipboards (and sanitize after each use).
- Provide all prospective workers PPE, including masks and hand sanitizer.
- Provide individual pens.
- Conduct confidential COVID-19 screening of all applicants and forbid individuals exhibiting at least two signs or symptoms from staying the day.



# Maximizing Your Membership

## Help Us Keep Your Workforce Healthy

We've come a long way since the days of our single print newsletter. In 40 years, we've managed to expand our presence, from email newsletters and social media channels to webinars. But this is only the beginning.

Just this year, we launched three email newsletters with the firm belief that through email communication, we can reach more members at once to provide them the resources they need to thrive.

Email allows us to reach people in remote areas, delivering news and benefits updates straight to their phones, and fulfilling our one real goal: keeping our members and

our members. Making sure that every single covered life knows about this critical benefit was a tremendous feat. As we roll out additional benefits in the coming months, we want to ensure that every single one of your employees knows about the investment you're making in them.

We need your help spreading the word about this



“Our goal is to keep you and your employees safe. We understand that this, too, is your goal, but much of this rests on your shoulders.”

their employees safe. We understand that this, too, is your goal, but a lot of this rests on your shoulders. That's why we're launching a new initiative to capture your employee's emails and consent to contact them directly about their benefits.

This campaign isn't a marketing initiative. Instead, we will only email your employees to inform them of the benefits at their disposal.

Just recently, we launched Spring Health, a multi-lingual behavioral health benefit that comes at zero cost to

initiative. We've created signup forms in English and Spanish. We ask that you please help us gather this information from your staff.

The sooner we enroll your employees, the sooner you take full advantage of your membership's value.

For more information, please contact Beatriz Fernandez at [bfernandez@unitedag.org](mailto:bfernandez@unitedag.org).

[signup.unitedag.org/benefits](https://signup.unitedag.org/benefits)

[signup.unitedag.org/beneficios](https://signup.unitedag.org/beneficios)

# Welcome to the UnitedAg Family

## New Members, February through July

- |  |   |                                      |
|--|---|--------------------------------------|
| Ameriag, Sutter                          | Gardner Farming, Fresno                   | Sierra Nevada Cheese Co, Glenn       |
| ASP Farms, Stanislaus                    | Generations of Sonoma, Sonoma             | Sierra Vista Ag Services, Tulare     |
| Bert Crane Orchards, Merced              | HAYB Management, Monterey                 | Starrh Family Farms, Kern            |
| Buenaventura Ranches, San Luis Obispo    | J & J Farms, Glenn                        | Sutter Buttes Nursery, Sutter        |
| Butte Basin Management Co, Sutter        | Koster Communications, Monterey           | Swanson Management Co, Stanislaus    |
| Central Irrigation Management Co, Merced | LD Farms, Tulare                          | The VegBoss, Santa Barbara           |
| Coastal Blooms Nursery, Santa Barbara    | Leslie A. Williams Insurance Svcs, Shasta | Troost Diesel Service, Kern          |
| Crane Ag Management, Merced              | Madland Toyota Lift, Kern                 | Troost Hay Sales, Kern               |
| DJ Trucking Enterprise, Monterey         | Matsui Nursery, Monterey                  | Two 4 STU, Napa                      |
| Errotabere Ranches, Fresno               | MILC Group, Stanislaus                    | Universal Ag Compliance, Tulare      |
| Far West Rice, Butte                     | My Favorite Neighbor, San Luis Obispo     | Valley Fabrication, Monterey         |
| Forman Vineyard, Napa                    | Northern Merced Hulling Assn, Merced      | Vina Quest, San Luis Obispo          |
|  | Red Top Rice Grower, Butte                | White Ranch Company, San Luis Obispo |
|  |   | Wild Oak Management, Kings           |

## Staff Anniversaries

We would like to recognize UnitedAg staff celebrating their anniversaries with the organization. The team ranges from veterans in the field to emerging professionals, and all bring the perspectives and talent that make UnitedAg a leader in the industry.

Thank you all for your hard work, passion and dedication to our members!

Georgina Castaneda	22	Maribel Ochoa	12	Priscilla Gutierrez	3
Cassandra Rosales	21	Catalina Wallace	12	Christina Morley	3
Elizabeth Vasquez	21	Josie Pompeo	11	Judith Camacho	1
Shobhana Soni	17	Chana Hauben	6	Esmeralda Castillo	1
Nathalie Rigaud	13	Sonia Roldan	6	Yarixza Gonzalez	1
Richard Tran	13	Daniel Flores	5	Gabrielle Marcelo	1
Yen Tran	13	Michael Chhith	4	Bridget Sanchez	1
Lucy Gerard	12	Tanvir Alam	3	Marisa Smestad	1
Patricia Lee	12	Jasmine Gonzalez	3		

