

# Norman C. Groot

## Employment History

**Monterey County Farm Bureau**  
Salinas, CA  
Executive Director, 2010- Present

Non-profit advocacy organization representing local farmers and ranchers; experienced involvement in land use, water sustainability management, labor and immigration policy, market access, and alternative energy programs. Completed real estate transaction moving office operations to improved location in 2015.

**Monrovia Nursery Company**  
Azusa, CA  
V-P of Production Planning, 2009-2010  
V-P of Information Systems, 2004-2009  
Director of Financial Services, 1993-2004

National horticultural producer with operations in multiple states. Successfully implemented company-wide ERP system; managed teams of up to 15 in various functions of finance and information departments; part of management team that developed strategic plan for expansion; participated in branding initiative over five-year implementation.

**El Modeno Gardens, Inc.**  
Irvine, CA  
V-P of Finance, 1990-1992  
Treasurer, 1986-1990  
Comptroller, 1978-1986

Regional horticultural producer with multiple operations in California. Managed all aspects of financial and information systems; computerized entire operation by installing first-ever data collection devices for remote field operations; managed human resource policies and installed department; participated in sale of company to new ownership.

## Education

**University of Southern California**  
Los Angeles, CA

Bachelor of Science degree in Business, Accounting and Finance emphasis. Member of Delta Sigma Phi fraternity.

## Organizational Affiliations

**Central Coast Community Energy**  
Monterey, CA

Community Advisory Council since 2018; served as Chair of Community Advisory Council (public position) 2020-2022.

**Boething Treeland Farms**  
Woodland Hills, CA

Wholesale horticultural producer with ten growing locations in California; joined Board of Directors in January 2021.

**Salinas Valley Chamber of Commerce**  
Salinas, CA

Served six years on Board of Directors; Chairman in 2015. Developed strategic plan to bring relevance and financial stability to organization.

**Salinas Valley Basin Groundwater Sustainability Agency**  
Salinas, CA

Public agency responsible for implementation of Sustainable Groundwater Management Act of 2015; serve on Advisory Committee where policy decisions are recommended to Board of Directors.

**Salinas Valley Agricultural Water Assoc.**  
Salinas, CA

Non-profit formed to monitor sustainable groundwater management; conducts annual elections for agricultural directors; currently serve as founding President of Board of Directors.

**Monterey County Convention & Visitors Bureau**  
Monterey, CA

Public agency engaged in promotion of tourism and hospitality; increased local utilization through successful renovation of Monterey Conference Center; serve on Board of Directors as advisor.

**Monterey Regional Airport**  
Monterey, CA

Served on Team Fly Monterey, a community-based committee working to attract new flight destinations to the airport.

**Central Coast Community Health Care**  
Monterey, CA

Visiting Nurses Association for Monterey County; monitored benefit programs and costs for hospice division; served as Director for 3 years.

## Personal

Resident of Monterey County since 2010; native of Orange County, CA. Married to Marcha, a registered nurse and aquarium volunteer, with two married daughters residing in Oregon. Enjoys travel, an occasional golf game, history, and entertainment.