



MEET MORGAN HILL

It's all right here!



If you live an active lifestyle,
you'll love Morgan Hill.

With an Olympic caliber aquatics center, a state-of-the-art sports facility, over 9,573 square feet of meeting and event space at the Community & Cultural Center, and 54,000 square feet of health and wellness space at the Centennial Recreation Center, **Morgan Hill is the perfect recreation destination.**



**THE OUTDOOR
SPORTS CENTER**

- 38 acres of grass and synthetic fields that can accommodate up to 25 fields
- The Outdoor Sports Center hosts 38 large weekend events, drawing over 600,000 local, regional and national visitors annually for soccer, lacrosse, football, rugby, field hockey and Ultimate Frisbee



THE AQUATICS CENTER

- Olympic caliber venue with competition, instruction, and recreation pools
- 50 meter all-deep competition-lap pool which attracts over 12 Swim Meets, generating from 300-2,000 daily attendance
- In 2014, the Aquatics Center had 66,830 summer visitors



**THE CENTENNIAL
RECREATION CENTER**

- 54,000 square feet of health and wellness space, including an indoor pool and fully equipped fitness center
- The Centennial Recreation Center has over 14,000 members with an average daily attendance of 620
- The Centennial Recreation Center attracts over 4,000 non-Morgan Hill residents annually

Plan your next visit today at mhrecreation.com



Meet Morgan Hill

On behalf of Morgan Hill's residents and businesses, I invite you to "Meet Morgan Hill." Our community is proud of Morgan Hill's superb quality of life, abundant open space, world class recreation facilities, burgeoning restaurant scene, innovative businesses, wonderful wineries, and an unwavering community spirit.

Morgan Hill is a special place and we hope you are inspired to explore, taste, play, and dine here after reading the information included in this piece. If you have been a frequent visitor, we thank you. If you have not been here recently, we invite you back to experience all that Morgan Hill has to offer!



Steve Rymer
City Manager,
City of Morgan Hill

GROW MORGAN HILL FUND

Helping businesses expand



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- Longer Repayment Terms
- Lower Down Payments
- Lower Interest Rates
- Better Loan Structure
- Flexible Structuring & Underwriting

growmorganhill@morganhill.ca.gov or (408) 310-4633

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CITY OF MORGAN HILL

www.morgan-hill.ca.gov

Building the most energy-efficient homes for ...

A GREEN MORGAN HILL

City Ventures Residences is proud to partner with Morgan Hill in building a vibrant and thriving community.

- PROGRESSIVE
- OUTDOOR AMENITIES
- FAMILY FRIENDLY
- HEALTHY LIFESTYLE
- GREAT INVESTMENT



Morgan Hill

{ LODEN PLACE }

New solar-powered homes coming soon to Morgan Hill! Enjoy spacious, open floor plans in beautiful Spanish, Traditional or Craftsman architectural styles. Be part of Silicon Valley and take advantage of the close proximity to Downtown, hiking and biking trails, and local hot spots.

- Single Family Homes up to 3,083 square feet
- Up to 5 Bedrooms with Den option
- Enjoy a private outdoor living space
- Downstairs Bed / Bath available
- In-Law Suite option available
- Solar-powered, all-electric homes with Energy Star appliances

With a keen understanding of the housing market, City Ventures is actively working with the City of Morgan Hill to create a vibrant downtown and thriving community. City Ventures extends their gratitude to city officials for their leadership, outstanding efforts and innovative solutions.



Coming soon. Register your interest!
www.CityVentures.com



LIFESTYLE MORGAN HILL

Defining the balanced lifestyle in Silicon Valley

MORGAN HILL, LOCATED JUST 10 MILES SOUTH OF SAN JOSE, is one of the most desirable hometowns in Santa Clara County. While this community of approximately 42,000 residents shares a rich entrepreneurial spirit and thirst for innovation with its neighbors, the people of Morgan Hill have long placed priority on cultivating a way of life where business and community thrive together.



As the result of thoughtful growth management practices, competitively priced housing, business development opportunities, premier community amenities and year-round recreation, it's no surprise that Morgan Hill is regarded as one of the most desirable and fastest growing communities in Santa Clara County.

Dave Frazer, a local Realtor with Coldwell Banker, strikes his live/work balance in Morgan Hill. He relocated to Morgan Hill from San Jose about 10 years ago and cites many of the same reasons that his clients share: affordability and quality of life. "There's so much to offer here," he says, rattling off a long list of advantages that includes everything from lot sizes and housing costs to infrastructure and outdoor recreation. "You're surprised you're still in Silicon Valley," he says.

Indeed, Morgan Hill residents enjoy exceptional access to recreational and leisure pursuits. Nearly two dozen wineries stretch along the Santa Clara Valley Wine Trail. Henry W. Coe State Park, the largest in the state's public park system; Coyote-Lake Harvey Bear Ranch Park; Anderson Lake County Park and Uvas Canyon County Park offer hundreds of miles of trails for hiking, biking, and horseback riding. The Morgan Hill Regional Aquatics Center and Outdoor Sports Center feature national tournament-grade facilities, and a bustling downtown offers a host of family-friendly festivals and special events throughout the year, as well as dozens of quality and fine dining restaurants and shopping.

Location, quality schools, and housing opportunities attracted the DaCunha family to Morgan Hill nearly 15 years ago. "It was a chance to have some property," says Greg DaCunha, whose home is situated on an acre in a family-centric neighborhood. "There's a little more breathing room here." The DaCunhas also note the variety of activities available to them in Morgan Hill. "We look forward to going out downtown and running into people we know. There's a lot to do here. Morgan Hill is a great

community," says DaCunha. Mrs. DaCunha echoes her husband's sentiments, "There's always a lot to do."

Stable leadership and judicious planning is an important reason why Morgan Hill is so successful at maintaining the quality lifestyle that attracts people to the area. While Morgan Hill is a growing city in Silicon Valley, city leaders and voters have proven their commitment to balanced living through model growth management practices and smart development choices that include everything from high design standards to amenity requirements and hillside view protection. Through paced development, Morgan Hill is able to provide sufficient public services and infrastructure that supports increased population. Morgan Hill also has one of the state's most progressive affordable housing programs. One of every 10 housing units in Morgan Hill is designated income-restricted – half of those are ownership homes. Speaking from a broad perspective, Frazer says, "You have to grow, and Morgan Hill does it in a way that's manageable and sustainable."

BY THE NUMBERS

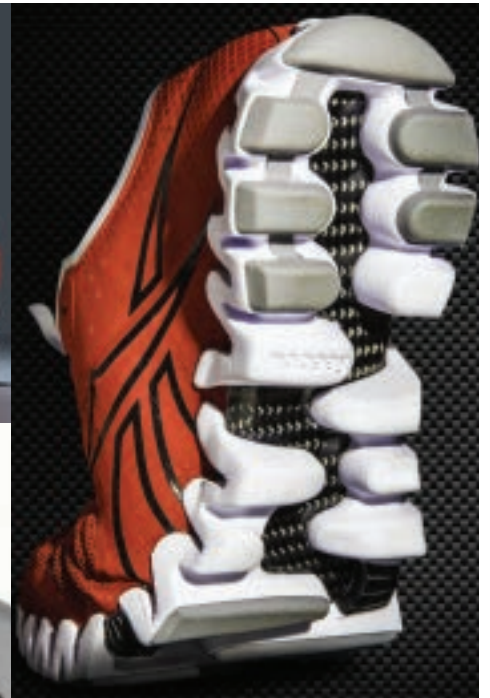
(10-minute Trade Area Drive Time)

Population.....	44,951
Households.....	14,314
Avg. Household Income.....	\$122,719
Median Household Income.....	\$89,225
%Households over \$100,000.....	35%
Median Housing Value.....	\$557,494
Median Age.....	37
Average Househod Size.....	3.11
Dominant Race/Ethnicity	
White.....	62%
Hispanic.....	38%

Sources: Claritas-The Nielsen Company, Inc. 2014; City of Morgan Hill



TenCate Advanced Composites. *Making the world a lighter place.*



TenCate Advanced Composites develops and produces the world's most innovative, light weight advanced composite materials right here in Silicon Valley. We support the space/satellite, automotive, electronics, aerospace, footwear and sporting goods industries for customers such as SpaceX, Space Systems Loral, NASA, Boeing, Airbus, Alfa Romeo and Nike. Without knowing it, most of us rely on TenCate's products to drive, run, communicate and travel. At TenCate, our materials make a difference.

We are proud to be part of the Morgan Hill community.

www.tencateadvancedcomposites.com
E-Mail: info@tcac-usa.com



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TENCATE
 materials that make a difference

TCAC_MoveLighter_BJ_Half_Rev1_082814





THINGS TO DO MORGAN HILL

A Weekend Getaway

Whether you're interested in food and wine, outdoor recreation, or family fun, Morgan Hill sets the stage for a memorable and easy getaway.

LOCAL BOUNTY

Visit the Farmer's Market, located adjacent to the CalTrain station and where you can sample locally grown produce and artisan foods, or pick your own produce at the many popular u-pick farms just a short drive from downtown. Andy's Orchard is a working farm that produces over a hundred specialty varieties of cherries, apricots, peaches, nectarines and plums. Farm tours are offered and a country store operates seasonally. Uesugi Farms also offers farm fresh produce, as well as family-friendly attractions including hayrides, a carousel, and corn maze.

SIP

Wine enthusiasts will enjoy discovering new wines in California's oldest premium wine growing region. Follow the Santa Clara Valley Wine Trail signs to over 20 wineries and tasting rooms, including: Morgan Hill Cellars, Clos LaChance Winery, and Guglielmo Winery – the region's oldest family-owned and operated winery.

SAVOR

Choose from over two dozen downtown restaurants guaranteed to satisfy any palate. Fuel your day with a plate of golden pancakes piled high or an omelet bursting with goodies at Betsy's or Just Breakfast. Rosy's at the Beach is a great choice for a midday bite. For a fine dining experience, enjoy the evening in a relaxing setting at Ladera Grill, winner of Wine Spectator Magazine's 2014 Award of Excellence, or Michelin star chef-owned Odeum Restaurant, located in the restored historic Granary building. Each of these downtown restaurants offers a complete fine dining menu that incorporates locally sourced ingredients and spot-on wine pairings. If casual is more your style, whet hungry appetites at MOOYAH Burgers, Hang Ten Pizza & Pasta, or Trail Dust BBQ where menu options appeal to even the most finicky eaters. Hang out and enjoy the laid-back vibe at "the Hill" or local musicians at GVA Coffee shop most nights.

STROLL

Take a leisurely stroll through the boutiques and locally owned shops downtown. Sample local produce and artisan foods at the Farmer's Market, located adjacent to the CalTrain station. Plan your visit to include one of the many festivals held in Downtown Morgan Hill throughout the year. Delve into history by visiting the historic Morgan Hill House built in 1884 by Hiram Morgan Hill. The Little Shop at the House offers an eclectic assortment of unique gift items including linens, handmade jewelry, vintage teacups, seasonal décor items, and occasionally locally produced honey, jams, chocolates and candles. The Centennial History Trail set in a peaceful garden celebrates the City's founding in 1906 and provides a chronological history of the community.

EXPLORE

For premier hiking, mountain biking, horseback riding, and other outdoor recreation, visit nearby Henry W. Coe State Park, with its miles of hiking trails, or Coyote Lake-Harvey Bear Ranch Park. Harvey Bear's Martin Murphy Loop is an easy two-mile paved route while the Harvey Bear/Coyote Ridge/Willow Springs trail offers six miles of strenuous hiking. Road cyclists will enjoy the Coyote Creek Trail, accessible at Anderson Lake County Park. The north route to Coyote Hellyer County Park offers 15 miles of relatively flat riding. Anderson Lake, the largest

reservoir in Santa Clara County, is perfect for anglers and boat enthusiasts alike.

PLAY

For family fun, a cool dip at the Aquatics Center is a must. This state-of-the-art facility features a recreation swimming pool, a water slide complete with exciting twists and turns and a “sprayground” with misting sprays, shooting geysers and cascading fountains. For a little friendly competition, visit the Morgan Hill Bowl. This local hangout features newly renovated lanes, an arcade, and bocce ball courts. If golf is your game, nearby Coyote Creek Golf Club boasts two 18-hole golf courses. Designed by Jack Nicklaus, the Club’s Tournament Course is best suited to more experienced golfers while the Valley Course features 7,000 yards of play for all levels. End a perfect day with a night cap or dancing to some live music at The Hill or GVA Café, both located Downtown.

BY THE NUMBERS

- 1.3 MILLION** visitors to the regional sports facilities
- 22** Wineries Nearby
- 250,000** annual event visitors
- 21** Farms Nearby
- 800** Hotel Rooms in MH
- 19** Parks
- 6** Lakes



FAMILY FRIENDLY EVENTS

Plan your weekend getaway around fun seasonal festivals and events in Morgan Hill.

- April:** Downtown Wine Stroll
- May:** Mushroom Mardi Gras
- July:** Freedom Fest
- September:** Taste of Morgan Hill
- November:** Morgan Hill Marathon

In town for the weekend? Check out our Friday Night Music series and Saturday Farmers' Market!

COME EXPLORE OUR RICH HERITAGE AND PICTURESQUE SETTING.

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VISIT THE HOLIDAY GIFT SHOP
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From our family to your table.

GUGLIELMO WINERY
 MORGAN HILL, CALIFORNIA



64 // COYOTE CREEK GOLF CLUB



2 // ANDY'S ORCHARD



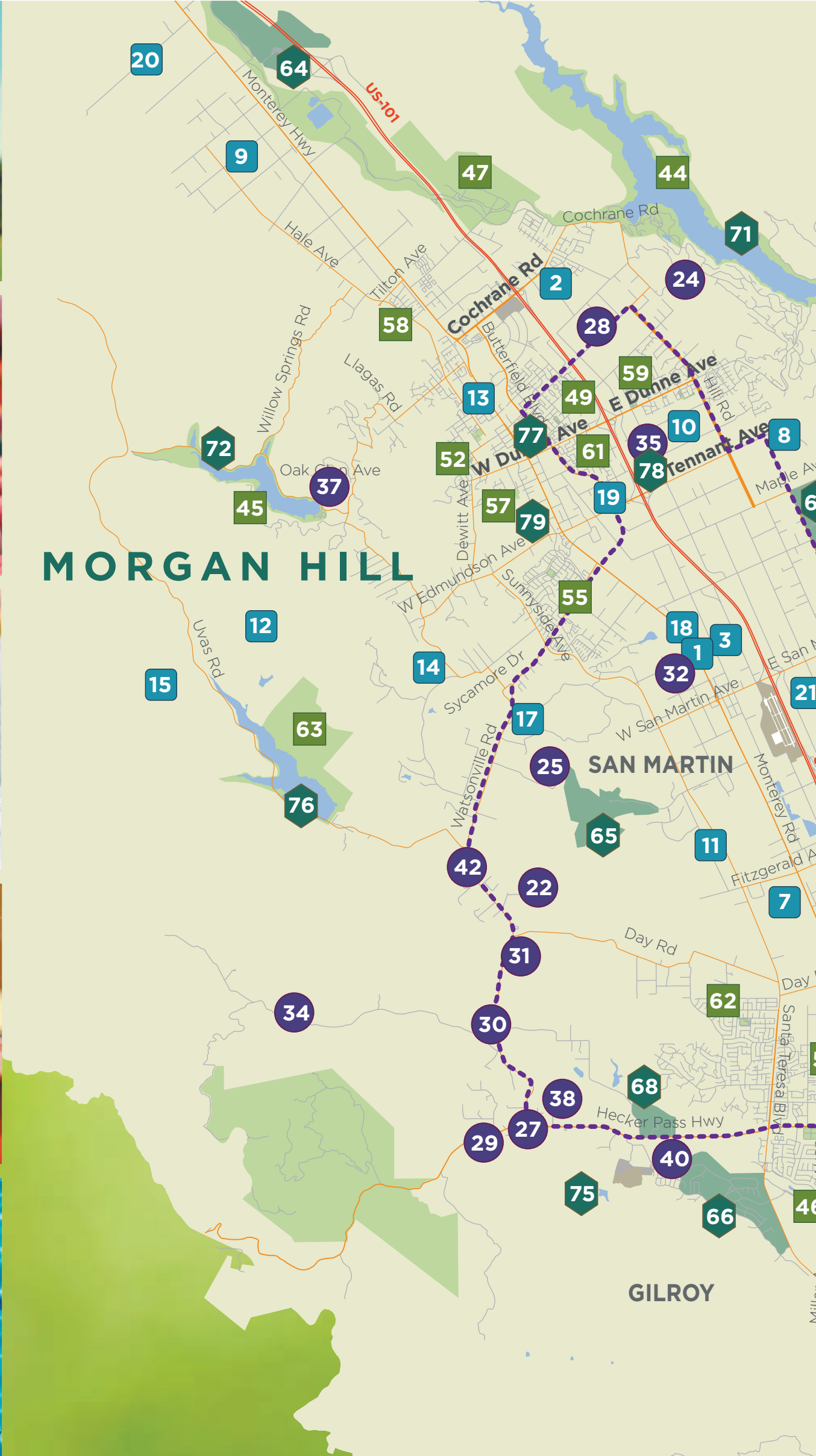
71 // ANDERSON LAKE



35 // MORGAN HILL CELLARS



78 // MH AQUATICS CENTER & OUTDOOR SPORTS CENTER



Meet MORGAN HILL



Farms

1. Andrade Country Meadows
2. Andy's Orchard
3. Battaglia Ranch
4. California Luxe Farm Entrprss
5. Christopher Ranch LLC
6. Davis Poultry Farms
7. Frantoio Grove
8. George Chiala Farms Inc
9. Grass Farm
10. Ligara Farms
11. LJB Farms
12. Mead Ranch
13. Morgan Hill Farmers' Market
14. Paradise Christmas Tree Farm
15. R & R Farms
16. R & R Ranch LLC
17. Royal Oaks Mushrooms
18. San Martin Christmas Tree Farm
19. Santa Clara County Farm Bureau
20. Spina Farms
21. Uesugi Farms



Wineries

22. Aver Family Vineyards
23. Casa de Fruta Winery
24. Castillo's Hillside Shire Winery
25. Clos LaChance Winery
26. Creekview Vineyards
27. Fortino Winery
28. Guglielmo Winery
29. Hecker Pass Winery
30. Jason-Stephens Winery
31. Kirigin Cellars
32. Lighthouse Cellars
33. Miramar Vineyards
34. Martin Ranch Winery
35. Morgan Hill Cellars
36. Rapazzini Winery
37. Ross Vineyards & Winery
38. Sarah's Vineyard
39. Satori Cellars
40. Solis Winery
41. Sunlit Oaks Winery
42. Sycamore Creek Vineyards
43. Thomas Kruse Winery



Parks

44. Anderson Lake County Park
45. Chesbro Reservoir County Park
46. Christmas Hill Park
47. Coyote Creek Park
48. Coyote Lake Park
49. Diana Park
50. El Roble Park
51. Forest Street Park
52. Galvan Park
53. Henry W. Coe State Park
54. Las Animas Park
55. Paradise Park
56. Miller Park
57. Morgan Hill Community Park
58. Murphy Springs Park
59. Nordstrom Park
60. San Ysidro Park
61. Stonecreek Park
62. Sunrise Park
63. Uvas Reservoir Park



Recreation

- Golf Courses**
64. Coyote Creek Golf Club
 65. CordeValle Golf Club
 66. Eagle Ridge Golf Course
 67. Gavilan College Golf Course
 68. Gilroy Golf Course
 69. Hill Country Golf and Country Club
 70. Institute Golf Course
- Lakes**
71. Anderson Lake
 72. Chesbro Reservoir
 73. Coyote Lake
 74. Coyote Creek Reservoir
 75. Sprig (Kathryne) Lake
 76. Uvas Reservoir
- Recreation Centers**
77. Morgan Hill Community and Cultural Center
 78. Morgan Hill Aquatics Center and Outdoor Sports Center
 79. Centennial Recreation Center



California's Newest Wine Trail

23



\$25 million investment strategy reshapes Downtown Morgan Hill

DOWNTOWN MORGAN HILL

EXCITING CHANGES ARE HAPPENING in Downtown Morgan Hill. Funded by \$25 million in infrastructure bonds and local park development funds, the Downtown Placemaking Investment Strategy is transforming downtown into a thriving neighborhood that offers a diversity of housing opportunities, a variety of commercial and retail services, and boasts healthy living with pedestrian-friendly streetscapes, a welcoming atmosphere, and tourist amenities.

Downtown is already home to dozens of restaurants, shops, historic buildings, special events and festivals that attract 250,000 visitors each year. "Our focus is on contributing public investments and facilitating private development that, combined, continue Downtown's evolution as an attractive and active focal point for the community of Morgan Hill, as well as a regional destination," said Morgan Hill Community Development Director Andrew Crabtree.

The new Brighton Oaks project, being constructed by WM Lyon Homes, consists of 110 townhomes in a prime location adjacent to the Caltrain station. "Morgan Hill is known for its close proximity to Silicon Valley and its great small town feel," said Matthew Zaist, president and COO of longtime developer William Lyon Homes. Zaist views Brighton Oaks as a gateway to downtown. Pre-sales of Brighton Oaks townhomes are anticipated December, 2014.

urban housing. The company's 30-unit stacked condominium project, built on less than an acre, will add a unique design to downtown's residential community. "The design uses insulated concrete forms for sustainability, acoustical attenuation, safety and comfort. We believe that residents should have the opportunity to live in a very high-quality structure and well-designed building located so that walking and biking make sense. It presents a "cool" new living option," said Lesley Miles, principal at Weston Miles. The development's anticipated completion date is August 2015.

In addition to housing, lifestyle is integral to the vision. "Downtown parks and trail components will augment the improved downtown streetscapes to encourage walking and bicycling in and to the downtown," said Morgan Hill Community Services Director Chris Ghione.

Bella Terra, a recently completed development, features 40 active senior units. The project is the result of a partnership between the City of Morgan Hill and EAH Housing. "Council and (city) staff had a great vision of what they wanted in the downtown area," said Felix AuYeung, senior project manager at EAH Housing. "We are delighted to have been able to provide our piece of the overall puzzle."

Local architecture firm Weston Miles is the creative force behind an exciting new concept in

Landscape architect Joni Janecki, president of Joni L. Janecki & Associates, Inc., is helping the

DEVELOPMENT OPPORTUNITIES

4 Development Sites 1 Retail Shell

- Adjacent to Caltrain and future parking
- Sewer impact fee credits
- Residential allocations
- Invited Proposals due 12/2014
- Streamlined Approval

Maximizing housing that appeals to a range of home buyers and occupants, especially young professionals and families, is among the priorities. Five hundred (500) new housing units, representing townhome developments, senior housing, and condominiums will help shape the Downtown corridor into a thoughtfully designed and thriving residential community.

"Morgan Hill is known for its close proximity to Silicon Valley and its great small town feel."



City design downtown spaces where people can connect. "We are working to clarify and strengthen Morgan Hill's identity as a healthy, vibrant, connected, creative community through refreshing the parks and streetscapes the City already boasts," she explained.

"Downtown parks and trail components will augment the improved downtown streetscapes to encourage walking and bicycling in and to the downtown."

Other downtown projects include the construction of a multi-level parking structure that will provide 275 new parking spaces and feature EV charging stations, a rooftop event space, and 4,300 square feet of retail space adjacent to a vibrant pedestrian "festival" space.

"The Downtown Placemaking Investment Strategy is a catalyst for achieving our community's vision," said Leslie Little, City of Morgan Hill's Assistant City Manager for Community Development. "We're adding infrastructure, building facilities around which the community can grow, and positioning private development and investment to create the region's finest downtown."

DOWNTOWN BY THE NUMBERS

123,000 SF retail space

30+ restaurants

300 new multi-family housing units

1,502 parking spaces

\$25M for future investment downtown, including a 275-space parking structure, two new parks, a hill-top trail, streetscape improvements and public art, lighting and other features

5 development opportunity sites in proposal phase



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- We sell all of our vehicles at fleet prices every day, and our sales personnel are not compensated on commission.
- Service and parts departments open 7 days a week!



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A Taste of Morgan Hill

DINING

HOME TO MORE THAN 30 RESTAURANTS, Downtown Morgan Hill offers diners a wonderful selection for any palate. Here, top Morgan Hill chefs share signature recipes made with locally sourced ingredients and paired with a delicious local wine.

FIND IT HERE:

Odeum Restaurant

17500 Depot Street
408-782-5151
www.odeumrestaurant.com

The award-winning Odeum Restaurant offers an elegant menu of artisanal Mediterranean cuisine created by Chef Salvatore Calisi, a recipient of the prestigious Michelin star.



Chiala Farms Strawberry Salad

(Yield 2)

Ingredients

6 ounces organic local strawberries from Chiala Farms
1 tablespoon chopped crispy applewood smoked bacon
drizzle of aged balsamic vinegar
1 tablespoon crumbled feta cheese
1 teaspoon lemon juice
1 tablespoon extra virgin olive oil
Salt (to taste)
¼ avocado

Directions

- Quarter the strawberries.
- In the same bowl as the strawberries, add bacon, olive oil, lemon juice and salt. Toss.
- Plate strawberry mixture in the center of a plate.
- Sprinkle with feta cheese.
- Drizzle with aged balsamic vinegar.
- Garnish with sliced avocado.

Wine pairing: Jason-Stephens Winery, 2012 Viognier



FIND IT HERE:

Rosy's at the Beach

17320 Monterey Road
408-778-0551
www.rosysatthebeach.com

Come as you are to Rosy's at the Beach. This casual restaurant is known for its extensive menu of fresh seafood and daily house specials.



LJB Farms Heirloom Tomato & Corn Salad topped with Salmon

Ingredients

Heirloom tomatoes from LJB Farms
Yellow corn cut from the cob
Ripe avocado
Fresh local salmon fillet
Champagne vinaigrette

Directions

- Chunk cut tomatoes.
- Combine tomatoes, cut corn and avocado chunks with champagne vinaigrette.
- Top with grilled, baked or pan seared salmon fillet.

Wine pairing: Creekview Vineyards, Marsanne



Copala Organics Pork Osso Bucco

(Yield 6)

Ingredients

6 pork shanks, 14 to 16 ounces each
 2 tablespoons vegetable oil
 3 tablespoons salt and pepper, equal blend, plus more for seasoning
 1/2 cup small-diced carrots
 1/2 cup small-diced celery
 1/2 cup small-diced onions
 1 cup tomato paste
 1 tablespoon minced garlic
 4 cups prepared veal stock or beef stock
 2 cups red wine
 1/2 pound butter, softened
 Seasonal vegetables and risotto for serving

Directions

- Preheat oven to 300 degrees.
- Drizzle the shanks with oil and sprinkle with the salt and pepper blend, ensuring the seasoning is even.
- In a heavy-bottomed pan, heat the vegetable oil to medium-high heat and sear the meat on each side until browned, 2 to 3 minutes per side.
- Place the shanks, carrots, celery, onions, garlic, 2 cups tomato paste, 2 cups veal stock and the red wine in a roasting pan, cover with foil and bake in the oven for 4 hours.
- Remove the shanks from the stock.
- Put the simmered stock through a strainer into a medium saucepan.
- Heat the strained stock and remaining 2 cups veal stock over medium heat and slow simmer. Season with salt and pepper, remove from heat, and stir in the butter to finish.
- Place the pork shank over a bed of risotto and vegetables. Top with the veal stock reduction sauce.

Wine pairing: Guglielmo Winery, 2010 Zinfandel

FIND IT HERE:

Ladera Grill

17305 Monterey Road,
 408-201-9200
www.laderagrill.com

Ladera Grill, recipient of Wine Spectator's 2014 Award of Excellence, offers a sophisticated menu of globally inspired cuisine presented by Executive Chef Tony Garcia.



Andy's Orchard Grilled Peaches with Gorgonzola & Pistachios

(Yield 4)

Ingredients

4 cups balsamic vinegar
 1 tablespoon brown sugar
 1/2 cup toasted unsalted shelled pistachios
 4 firm peaches from Andy's Orchard, halved and pitted
 1 tablespoon olive oil
 5 ounces of gorgonzola
 Fresh herbs such as pea shoots and micro greens for garnish

Directions

- Mix balsamic vinegar with brown sugar in a saucepan over medium heat, stirring constantly until the sugar has dissolved. Bring to a boil, reduce heat to low, and simmer until glaze is reduced by half, about 20 minutes. Glaze should coat the back of a spoon. Remove from heat and set aside. (Note: Quantity is more than what is needed for this recipe. Pour the remaining glaze into a jar with a lid and refrigerate. Use to dress meat, salad, fruit and more.)
- Toast the pistachios by placing the shelled pistachios on medium heat in a sauté pan for 5 to 10 minutes until lightly browned. Stir pistachios or shake the pan often to prevent burning. Let cool.
- Crumble the gorgonzola and mix with pistachios.
- Prepare the grill.
- Rub the peach halves with olive oil and grill until slightly charred, about 5 minutes face down.
- Fill the peach halves with the gorgonzola and pistachio mixture without pressing too much.
- Finish by drizzling the balsamic glaze on top of each peach and on the plate. Garnish with any fresh vibrant colored herbs.
- Serve immediately, warm or at room temperature.

Wine pairing: Fernwood Cellars, 2012 Estate Vanumanutagi Chardonnay



FIND IT HERE:



Maurizio's Authentic Italian Cuisine

25 East First Street, 408-782-7550
www.mauriziosrestaurant.com

Savor the robust flavors of Italian home-style cooking with an artistic twist at Maurizio's Authentic Italian Cuisine restaurant created by Chef Maurizio Cutrignelli.



Executive Roundtable Q&A

MORGAN HILL IS A SOPHISTICATED SILICON VALLEY COMMUNITY that supports industry and innovation. Here, five prominent Morgan Hill business leaders share insights in operating global companies that are on the cutting edge of technology.

Q: Tell me something about your industry that people don't know or would be surprised to hear.

Dave Armstrong: Creating a new hybrid vegetable variety, like broccoli, can require a decade or more from conceiving a new product idea to commercial introduction. Sakata does not use GMO techniques in developing our vegetable genetics and none of our products are classified as GMOs.

Scott Unger: The advanced materials field is very unique in that we cut across almost all markets where composite materials can be used for structural or electrical applications. Some examples are aircraft structures, satellites and interplanetary exploration, notebook computers and athletic footwear.

Wolfgang Juchmann: Our real-time 3D LiDAR sensors are used for a variety of applications, including unmanned aerial vehicles, automated ground vehicles, forklift, robots, tractors, agriculture, and 3D mapping and surveying.

Wade Hulon: Anritsu Company manufactures the testers that test cell phones and help improve reception. We have sophisticated and high-tech manufacturing right here in Morgan Hill that affects cell phone companies' manufacturing and cellular performance.

Jeff Christian: Phoenix DeVentures is in the business of helping entrepreneurs and startup companies develop their medical products and move them into cost-effective manufacture.

Q: What are the factors that affect your industry the most?

Dave Armstrong: Seed production, a core activity for Sakata, is quite sensitive to weather and climate and requires lots of sunny days, mild temperatures and low humidity. California affords these special climatic advantages for seed production, but our state's extremes, like the current drought, can also have devastating effects on our business.

Scott Unger: As we cut across so many industries, we are affected by defense budgets, energy prices and supply and consumer demand for goods.

Wolfgang Juchmann: Pricing. Our new 16-channel real-time LiDAR sensor is substantially smaller and significantly less expensive than previous generation sensors. Being able to measure three dimensions in real-time at this price level represents a quantum leap for the technology. Our sensors are used for mapping and self-driving cars. Both applications require a high degree of accuracy and reliability. This is one of the reasons we manufacture in Morgan Hill, since it enables us to maintain strict quality control.

Wade Hulon: Besides domestic and international competition, the advances in electronic technology require us to continually develop new products, as well as enable us to use the newer technologies to make our products smaller and lighter, and use less power.

Jeff Christian: Perhaps the most significant factors for the medical device startup industry are the regulatory environment and availability of capital to fund development and early marketing of new products.

Q: What are the top three challenges for your company or industry?

Dave Armstrong: First, Sakata must deal with the same climatic challenges including normal seasonal weather variations and longer term climate change that affect the growers who use our products. Secondly, seed companies must adapt to rapidly changing technologies in genetics research and development, such as advanced gene-based breeding techniques and bioinformatics. Finally, attracting employees with the unique technical skills required for our complex business is a constant challenge.

Scott Unger: We need to see continued global economic growth in our key industries. Finding and/or grooming technical personnel to help support our rapid

" Our location is very much a part of our identity as a company, within the Bay Area and globally."

growth is paramount for our business. We need support from our government to promote and encourage the USA to continue to be a manufacturer of goods to help stabilize and grow our economy on all levels.



Dave Armstrong
President & CEO
of Sakata Seed
America Inc.



Wolfgang Juchmann, Ph.D.
Director of Sales
and Marketing at
Velodyne LiDAR



Scott Unger
Group President of
TenCate Advanced
Composites



"We have the advantage of being near our customers who are developing the latest technologies."

Wolfgang Juchmann: Popular understanding and misunderstanding of how autonomous vehicle technology will, and should, evolve. Scaling up as commercialization of various LiDAR applications grows, and engaging with partners across the spectrum, large and small, in established and emerging sectors.

Wade Hulon: Talent, competition, and market changes.

Jeffrey Christian: The top three challenges are not enough talented people with the right experience to execute on a given project; challenging regulations which may change over time depending on policy makers and politicians; and lack of resources to fund the development of products.

Q: In an increasingly global economy, how does the location (local or global) of your clients, suppliers and industry affiliates affect your operation?

Dave Armstrong: Sakata Seed America is part of a global company, whose worldwide headquarters are in Yokohama, Japan, and we work regularly with sister companies spread across 19 countries on all continents. We also benefit directly from our location in Morgan Hill, which is near the rich agricultural areas of Salinas, San Joaquin and Sacramento valleys, where many of our important business partners are centered, including growers, distributors, specialized suppliers and universities.



Wade Hulon
President,
Anritsu Company
Vice President,
Anritsu Corporation

Scott Unger: TenCate is a global company serving markets around the world, but location as a California company has always been beneficial to our business. We work and live in arguably the world's greatest hub for technology and we feel that spirit and drive comes through to our customers from all aspects of our business.

Wolfgang Juchmann: Even though we're south of San Jose, we consider Velodyne to be a Silicon Valley company. Our location is very much a part of our identity as a company, within the Bay Area and globally.

Wade Hulon: We have the advantage of being near our customers who are developing the latest technologies. As part of Silicon Valley, we are close to SJC, SFO and Oakland airports, which also support us as a global operation. Anritsu Company has a very successful and strong global sales presence in the Test and Measurement market and provides US and international customers with the broad range of products manufactured in Morgan Hill and Japan.

Jeff Christian: Since we service the start up industry primarily, most of our client companies are in the Bay Area. The Bay Area is one of a handful of hot areas for medical technology development in the country, if not the world, so we don't reach out to the international opportunities. Still, they sometimes find us. We are doing work for companies in Japan, Israel, and France. However, the majority of our business is with local companies.

Q: What makes Morgan Hill a suitable location for your business?

Dave Armstrong: Morgan Hill is located near California's major vegetable farming areas, which supply vast amounts of fresh produce for the entire United States. Morgan Hill is also in the heart of a unique and globally important genetics and seed industry cluster. Sakata benefits in many ways by being part of this "Silicon Valley" of the seed genetics world.



Jeff Christian
CEO of Phoenix
DeVentures Inc.

Scott Unger: Morgan Hill is a perfect place for TenCate Advanced Composites' US Headquarters. Since Morgan Hill sits on the southern tip of Silicon Valley, it has the feel of high tech coupled with the serenity of the South Valley. The city is very conducive to business and supportive of our company and our growth. The location and proximity to international airports are convenient for our customers and suppliers who come to visit.

Wolfgang Juchmann: Access to quality talent, the region's strong educational system, and an international workforce.

Wade Hulon: Its proximity to Silicon Valley, top-rated schools, suppliers for electronic products, and transportation, and excellent infrastructure.

Jeff Christian: Moving my business to Morgan Hill was a matter of convenience and lifestyle for me. We have 40,000 square feet of development and manufacturing space at a lower cost per foot than in the valley. Morgan Hill is convenient for clients to visit. Likewise, when I visit clients it's a short trip for a meeting. Employees find the reverse commute a breeze. Morgan Hill is a win-win for all of us.

BY THE NUMBERS

- 5.6 MILLION** SF of Commercial/Industrial Space
- 17,500** employed residents
- 1,000+** companies
- 300** acres of vacant industrial land available for job growth
- 22%** of jobs are in Manufacturing

THE TOP MANUFACTURING NICHEs IN MORGAN HILL ARE:



Food Manufacturing



Sports/Recreation Manufacturing



Electronic Components



TASTE



EXPLORE



PLAY



DINE

MEET MORGAN HILL

It's all right here!