

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: Board of Supervisors

BOARD AGENDA # *A-4a

Urgent Routine *CS*

AGENDA DATE September 17, 2013

CEO Concurs with Recommendation YES NO
(Information Attached)

4/5 Vote Required YES NO

SUBJECT:

Approval of a Commendation for Ed Rocha and Rocha's Valley Enterprises Upon Being Inducted into the Ag Hall of Fame

STAFF RECOMMENDATIONS:

Commend Ed Rocha and Rocha's Valley Enterprises upon being inducted into the Ag Hall of Fame.

Contact person: Christine Ferraro Tallman, Clerk of the Board

Telephone: 525-4494

FISCAL IMPACT:

There is no fiscal impact associated with this item.

BOARD ACTION AS FOLLOWS:

No. 2013-461

On motion of Supervisor Monteith, Seconded by Supervisor Withrow

and approved by the following vote,

Ayes: Supervisors: O'Brien, Withrow, Monteith, De Martini and Chairman Chiesa

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

1) X Approved as recommended

2) _____ Denied

3) _____ Approved as amended

4) _____ Other:

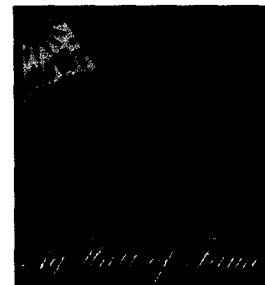
MOTION:

Christine Ferraro

ATTEST:

CHRISTINE FERRARO TALLMAN, Clerk

File No.



August 26th, 2013

Supervisor Dick Monteith
Office of Supervisor Monteith
1010 10th Street, Suite 6500
Modesto, CA 95354

BOARD MEMBERS

William Broderick-Villa
Curtis Legal Group

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Andreini & Company

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Perez Farms

Tom Perez
SJ Tomato Growers

Frank Ratto
Ratto Bros. Inc.

Ed Rocha
Rabo Bank

Ed Rocha
Rocha's Valley Enterprises

John Scheuber
Veterinary Service Inc.

Jake Wenger
Wood Colony

Jim West
J.S. West & Co.

Dear Supervisor Monteith,

Educating children on Ag science this year with a free "field trip on wheels" was a monumental task. We delighted, engaged, and amazed 14,000 junior high school students in Stanislaus County as Ag In Motion rolled onto their campuses to teach hands-on-science. We are grateful to say this accomplishment was made possible by the continued contributions of our community of supporters.

Our only major fundraising event, the Ag Hall of Fame Dinner is fast approaching and we ask that you mark your calendar for this celebrated event. On **November 14, 2013**, the National Ag Science Center will gather with 450 leaders in agriculture as we induct Ed Rocha and Rocha's Valley Enterprises into the Ag Hall of Fame as a Legend of Agriculture (please see bio included). A formal invitation requesting your presence will be sent out in late September. Proceeds from this event will benefit the National Ag Science Center and it's educational mission.

In addition to your attendance, we are seeking your help to make this event a success.

Donations of items for the silent auction would be greatly appreciated. Also, we welcome proclamations and resolutions for our honorees which will be showcased in a place of honor at the event. As has been customary at this event, in the interest of time, there will be no presentations to our honorees.

Please do not hesitate to contact me with any questions. I hope you will be able to join us on this wonderful evening celebrating the National Ag Science Center, Ed Rocha and Rocha's Valley Enterprises. As this is a charity event we appreciate your understanding that no complementary tickets are provided for this celebration.

Sincerely,

Michele Laverty

Director, National Ag Science Center



TRANSPORTATION
Oakdale, CA



2013 Hall of Fame Inductee

Ed Rocha and Rocha's Valley Enterprises

Trucking is truly a family legacy for the Rocha family. In 1924, John Rocha founded John N Rocha transportation, hauling milk, hay and dairy supplies and added cattle a few years later. In 1952, when Ed was a senior in high school, his dad took him to Salinas Dressed Beef Company, in Salinas, CA, to look at two nearly-new 1951 Peterbilt Cabovers they had for sale. His dad told him, "If I like the deal, you're in business." They ended up buying the trucks (with jobs) and Ed and his father became partners under the name Rocha Livestock Transportation.

Ten years later, Ed decided to go out on his own and started Ed Rocha Livestock Transportation. Over the years, Ed's fleet grew to include tankers, vans, curtain vans, flats and of course, cattle trucks and the operations expanded to Stockton and Modesto.

In 1990, Valley Enterprises was founded leasing tomato trailers to the Morningstar Company, which are still there, and handling the shuttle and inter-plant business for E&J Gallo. It is important to note that the Rocha family has been hauling for the Gallo family for over 70 years.

A true family business, Ed's youngest son Douglas was running a tomato operation at twelve years old, helped out by his sister Stephanie, at only nine years old. Today, Doug runs Valley Enterprises whose fleet consists of 27 power units and 150 sets of trailers.

Dedicated to giving back to the industry, Ed is very active with several trucking organizations. He is past president of the California Trucking Association and is also active in the American Truck Historical Society (ATHS), and serves on the Board of Directors for the American Trucking Association (ATA) and is the executive director of the Hays Antique Truck Museum. His community involvement spreads beyond transportation and Ed and Carole helped start Children's Guardian Home in Oakdale, a home that takes in abused and abandoned children. Ed is also a past president of the Children's Crisis Center in Modesto, president of the Hays Antique Truck Museum and serves on the National Ag Science Center Board of Directors.

