



Bob Massaro owns and operates Bostrom Management, a local business that manages events, conferences, and associations.

Bob was born Robert Angelo Massaro on April 13, 1942, to Carmelo (Carl) and Angela Massaro. He attended grammar school and high school in Buffalo, New York. He came to Monterey in October 1966 and has spent the last 50 years in paradise. He earned an Associate Degree in Business Administration from MPC and later taught insurance there for seven years.

Bob served in the Marine Corps from 1960 to 1964 and then returned to Buffalo and began a career in insurance. When he arrived in Monterey, he continued in the insurance industry. He owned an insurance agency with Bud Platter and later became the District Manager for Metropolitan Insurance Company where he was responsible for a staff of seventy-five covering three counties.

Bob has been active in many community organizations. He is a Past President of the Monterey Bay Life Underwriters Association, United Way, Monterey Kiwanis Club, and the Boys & Girls Club of the Monterey Peninsula. Additionally, he has served on several local Boards and Commissions.

In 1984 he switched careers and became a manager for Bostrom Management and purchased the company four years later. In 1985 he married his wife Fabia and has spent the last 31 years showing her why Sicilians stand head & shoulders above other Italians (Fabia was born in Tuscany). Bob and Fabia have two wonderful children. Carl who is still single, lives in Monterey and works as a sound & lighting technician. Camille was recently married to Tim Menz and they live in Manhattan. Camille is a supervisor for Christies Auction House in New York.

As the owner of Bostrom Management, Bob has managed the Great Monterey Squid Festival, Monterey Wine Festival, Monterey Bay Blues Festival, Monterey County Hot Air Affair (a balloon race) and has served as Executive Director of the Society of Corporate Meeting Planners, Monterey Cowboy Poetry & Music Festival, Monterey County Hospitality Association, and the Fisherman's Wharf Association. He is currently Executive Director of the Monterey Commercial Property Owner's Association. He and Fabia have owned and operated Monterey Convention & Exhibit Services and Terranova Fine Wines. One of his favorite activities is serving Festa Italia/Santa Rosalia.

Bob & Fabia live in the Skyline Forrest with their cat Millie.