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### Business briefs: ALBA director resigns

The Monterey County Herald  
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SALINAS

ALBA

director

resigns

Brett Melone, executive director of the Agriculture and Land-Based Training Association for eight years, has resigned, the group announced Friday

Melone "has helped to move the organization from its infancy to maturity, contributing significantly to the breadth and depth of its current operations on the Central Coast," said Ed Moncrief, board chairman. He said Melone will be moving on "to new opportunities in advocating for organic and sustainable food policies."

For 10 years, ALBA has operated an incubator and training program for small farmers.

Alfred Navarro will assume Melone's responsibilities on an interim basis. Navarro, together with restaurateur Manny Santana, founded Central Coast Counties Development Corp., a forerunner of ALBA, in the early '70s. The corporation first purchased the training site that ALBA uses now.

LOS ANGELES

Zynga files long-awaited IPO plan

In the latest test of Wall Street's zeal for Internet stocks, Zynga Inc. launched its long-anticipated bid to go public with its profitable online games business.

The social gaming juggernaut hopes to raise \$1 billion in an initial public offering of its stock, according to its filing with the Securities and Exchange Commission on Friday. That would value the creator of "Farm Ville," "CityVille" and other popular games on Facebook at about \$10 billion.

Zynga's filing follows stock offerings from a cluster of Internet companies,

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including Pandora Media Inc., LinkedIn Corp. and Demand Media Inc., whose lofty debut prices were reminiscent of the 1990s technology bubble.

Four-year-old, San Francisco-based Zynga boasts more than 148 million players in 166 countries who have fired up one of its 57 games at least once in the last month, according to the company's documents.

SAN FRANCISCO

Domain registrar

Go Daddy sold

The parent company of [GoDaddy.com](http://GoDaddy.com), a top registrar of Internet domain names, has been sold to a group of private investment firms for \$2.25 billion, a person familiar with the transaction told The Associated Press.

Go Daddy Group Inc.'s sale to KKR, Silver Lake and Technology Crossover Ventures comes as the company expects to top \$1.1 billion in revenue this year because expanding Internet use has fueled the creation of more websites and the "domains" needed to help find them. Go

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Daddy announced the sale late Friday. A person close to the transaction, who asked to remain anonymous because of not being authorized to speak publicly, told the AP the sale price.

The Go Daddy Group Inc. was founded in 1997 by Bob Parsons, who continues to serve as its CEO. The company, based in Scottsdale, Ariz., manages more than 48 million domain names, and sells other Internet-related technologies.

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