

HOW TO BE A PART OF
the 37th annual SONOMA COUNTY HARVEST FAIR

IT'S AS EASY AS 1... 2... 3...

1. You now have an Exhibitors Guidebook. This is the first page of your Guidebook. This book is published yearly and lists all the different departments that you can enter.

After you choose the department you wish to enter, you can pick up the correct entry form and fill it out completely. Additional Guidebooks and entry forms are available at the Fair Entry Office, the local Chamber of Commerce offices, and the local branches of the Sonoma County Public Libraries.

ENTRY FORMS NEEDED:

- A. Non-Livestock Entry Form: 1 per 12 entries
- B. Livestock (llamas & sheep dogs) Entry Form: 1 per 7 entries
- C. Amateur Wine: 1 per exhibitor per 5 entries

Please read carefully the department rules and schedules listed at the beginning of each SECTION.

2. Fill out your entry form completely. **Be sure to sign your signature on the form.** Please include phone numbers and complete addresses. Make sure both the SECTION number and CLASS number are clearly listed on the form. Enter the class you feel is best suited for your article. The Fair will attempt to enter exhibits in the proper classes when entries are made in error on the forms; however, the Fair will not be liable for entries made in error.

Entries open on Wednesday, August 17, after that you may enter in person at the Entry Office between 8:00 a.m. and 5:00 p.m. Monday through Friday, or mail your entry form **(No faxes accepted)** to Sonoma County Harvest Fair Entry Office, P.O. Box 1536, Santa Rosa, CA 95402. **BE SURE TO ENCLOSE THE TOTAL ENTRY FEES DUE!**

3. Bring your entry to the Fairgrounds on the designated day as listed on the section page in the Exhibitors Guidebook. Look for the title: EXHIBITS RECEIVED. Bring your entry between the hours listed. Entries will not be accepted any earlier or after the times listed. **WE ADHERE STRICTLY TO THESE TIMES.**

NOTE: All exhibits must be picked up on the date listed in the Exhibitors Guidebook. The Fair is not responsible for items that have not been picked up on time.

ENTER AND ENJOY YOUR SONOMA COUNTY HARVEST FAIR!

Enter on-line at www.harvestfair.org
Paper Entries close September 2, 2011
On-line Entries Close September 16, 2011

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ANNUAL OFFICIALS

The members of the Sonoma County Harvest Fair Association, Inc. Board of Directors are chosen and serve as follows:

1. Members of the Sonoma County Fair & Exposition, Inc., are appointed by the President of the Sonoma County Fair Board. The current Harvest Fair Board members appointed are Teejay Lowe, Saralee McClelland Kunde and Honorary Director Les Perry.
2. The Manager of the Sonoma County Fair & Exposition, Inc. This term is indefinite and depends on his tenure as manager. The current manager is Tawny Tesconi.
3. The Agriculture Commissioner of the County of Sonoma. This is indefinite and depends on their tenure as commissioner.
4. Individuals from the agricultural community of the county nominated by the Agriculture Commissioner. They are Steve Dutton, Marie Gewirtz, Nick Frey and Steve Olson.
5. Individuals elected by the Sonoma County Harvest Fair Board from the community at large, with expertise in fields relating to the Harvest Fair. These members are Dan Kosta, John Balleto, Michael Traverso and Roger Praplan.
6. Members of the Sonoma County Vintners appointed as representatives of the wineries of Sonoma County. The representative is Mike Martini.
7. The current Executive Director of the Sonoma County Vintners. This term is indefinite and depends on her tenure as Executive Director. The current Executive Director is Honore Comfort.

2011 COMMITTEES

Budget & Finance

Tawny Tesconi - Chr.
Steve Dutton
Teejay Lowe
Steve Olson
Les Perry
Michael Traverso

Pro & Amateur Wine Awards Night

John Balleto - Chr.
Honore Comfort
Steve Dutton
Nick Frey
Dan Kosta
Teejay Lowe
Mike Martini
Saralee McClelland Kunde

Ag Recognition Food/Farming

Steve Dutton - Chr.
John Balleto
Nick Frey
Saralee M Kunde
Steve Olson
Roger Praplan

Concessions/Entertainment

Michael Traverso - Chr.
Teejay Lowe
Mike Martini
Saralee McClelland Kunde
Roger Praplan
Tawny Tesconi

Executive & By-Laws

Marie Gewirtz
Tawny Tesconi
Steve Dutton

Publicity

Honore Comfort - Chr.
Dan Kosta
Saralee M Kunde
Steve Olson
Les Perry

LOCAL RULES & REGULATIONS

LOCAL RULES AND REGULATIONS

SINGLE ADMISSIONS TO THE GROUNDS

Adult (13 & over)-\$8.00
Early Bird Friday Adult (wine tasting not included) \$5.00
Youth (7-12)-\$3.00
Child (6 & under)-free

FAIR HOURS

Gates and Buildings will open to the public Friday at 12:00 noon and Saturday and Sunday at 10:00 a.m. and remain open until 7:00 p.m. on all three days.

ART RECEPTION

An Art Reception will be held Thursday evening before the fair, 6:00 to 8:00 p.m. in Finley Hall. The reception features wine, light appetizers, and music. Tickets are available for \$20.00 at the Entry Office.

SONOMA COUNTY GRAND TASTING

On Friday, September 30, we feature the medal winners in the Professional Categories Appetizers, Breads, Cakes & Pastries, Delicatessen, Desserts, Gift Packs and Baskets, Olive Oil, Vinegar, Wine List, and Wine. The Friday evening event includes light appetizers and the opportunity to taste our Sonoma County products and wines. Hours are 5:30 to 8:00 p.m. Ticket price is \$60.00 or \$50.00 in blocks of 10 or more. Place is the Grace Pavilion at the fairgrounds.

WINE TASTING

All medal winners in the annual Harvest Fair professional wine judging are available for the public to taste during the Fair. Wine tasting Saturday and Sunday will be hosted by the award-winning wineries from 12:00 to 5 p.m. The price for the wine tasting is \$12.00 for the souvenir glass and four taste tickets. Additional taste tickets are 4 for \$8.00 or \$2.50 each.

1. GENERAL

- a. Please read all rules and regulations carefully, since important changes have been made. Cash awards may be withheld if printed rules are not carefully complied with.
- b. The fair will pay cash awards only on those classes specified in the Exhibitors Guidebook and only the judging books will be the basis for cash payments. Ribbons and exhibit tags are not accepted.
- c. Checks are to be made payable to the Sonoma County Harvest Fair and entry forms and entry fees may be brought or mailed to (No faxes accepted):
Sonoma County Harvest Fair Entry Office
P.O. Box 1536, Santa Rosa, CA 95402
Phone: Entry Office-(707) 545-4203
FAX: (707) 573-9342
www.harvestfair.org
- d. Every precaution will be taken to insure the safety of all exhibits but the fair assumes no responsibility for loss or damage which may occur from any cause while the exhibits are at the fair. Liability insurance is the responsibility and the discretion of the exhibitor. Therefore, it is suggested that the exhibitors themselves consider taking out a liability policy covering themselves and their exhibits.
- e. No dogs (except service dogs and sheep dogs) will be allowed on the fairgrounds.

LOCAL RULES & REGULATIONS

2. ENTRIES

- a. Entry fees will be charged in departments where specified. Unless otherwise stated, entry fees must accompany entry forms when filed.
- b. No late entries will be accepted. No post entries will be accepted. A postmark of the day entries close is acceptable, except in floriculture as stated. If entry fees (money) are not received by closing date of entries, a \$5.00 penalty will be charged.
- c. Refunds of any kind will be granted only upon approval of the board of Directors. Requests for refunds must be made in writing to the Fair. Refunds will be made only because of sickness, accident, or death, cancellation of a class, or lack of exhibit space. No refunds will be considered under the amount of \$5.00.
- d. Entries must be in the Entry Office or bear a postmark of the day entries are due to be accepted. If entries are mailed, please include a self-addressed stamped envelope if you desire a return receipt.
- e. Entries must be made on forms furnished by the Fair and can be obtained from the Entry Office in writing or in person from 8:00 a.m. to 5:00 p.m. Monday thru Friday. Exhibits are to be entered by individuals only, unless specifically stated differently in the department or division.
- f. The Fair will attempt to enter exhibits in the proper classes when entries are made in error on the entry forms. However, the Fair will not be liable for entries made in error and will not reopen judging to accommodate such entries.
- g. The Management reserves the right to cancel entries and cash awards and request the removal of exhibits from the grounds where exhibitors are disorderly and endangering or disturbing the public and/or other exhibitors.

3. CHECKS

- a. Checks are to be picked up when exhibits are released.
- b. All checks must be cashed within 60 days after close of the Fair. Fair will re-issue lost checks for a \$20 service charge. Entry ribbons, tags, or cards have no value as to payment. Only the official placing on the judging sheet constitutes the final placement.

4. EXHIBITOR REQUIREMENTS

- a. Exhibitors limited to Sonoma County residents, unless specified differently.
- b. Open to Amateur Sonoma County residents unless stated differently above specific section. AMATEUR: A person who engages in an event or activity as a pastime rather than a profession. PROFESSIONAL: Anyone who now or has ever been engaged in an event or activity as a specific occupation or as a means of livelihood. "Pay" is defined as any compensation that results in a profit above and beyond the cost of materials. This definition shall also include teachers, lecturers, and judges.
- c. Exhibits must have been made, grown, or canned by Exhibitor during the last year, unless specified differently under section heading.
- d. All exhibits must remain on display until the release time as specified under each section heading.
- e. See each department for specific information regarding exhibits received, closing of entries, judging schedules, exhibit locations.

5. LOCAL PRODUCTS

Products must be in their natural state and grown in Sonoma County unless otherwise stated.

ANNUAL HONORS

Oliver's Market

Locally beloved grocery chain Oliver's Market has experienced steady growth since it was founded by Steve Maass in 1988. Now with three stores under long-time General Manager Tom Scott, more than 500 employees, and an unwavering commitment to Sonoma County local producers, Oliver's Market is a significant contributor to the growth of the local food movement in Sonoma County.



Oliver's is committed to educating the consumer about the benefits of buying local. With the slogan, "When you support us, we support them," providing its context, Oliver's Market has mounted a yearlong campaign designed to feature its Sonoma County vendors in its three stores and on its website through a Sonoma County directory. Additionally, as part of the new campaign, customers now can check their receipts to see how much of their total purchase includes Sonoma County products.

Oliver's carries more than 5,000 local products and one in every four of the dollars spent at Oliver's are for local products. A recent study from Sonoma State University found that buying locally made products from Oliver's has more than twice the benefit for the local economy as buying national brands from chain stores.

In April of this year, Oliver's Market became the first grocery store in Sonoma County to achieve Green Business Certification, launching a comprehensive sustainability initiative that has so far generated substantial reductions in their waste, water, and energy consumption, resulting in nearly \$8,000 in savings.

Owner Steve Maass started out in 1972 selling vegetables out of a truck in San Francisco with his late wife Ruthie. These humble beginnings laid the foundation for Oliver's Markets. In 1990, Steve brought on Tom Scott who is now Vice President and General Manager of all three supermarket locations. A thirty year Sonoma County resident, Tom received his MBA at Sonoma State University in 2005. He serves on the board of the Sonoma County GoLocal Cooperative.

In recognition of their steadfast commitment to Sonoma County agriculture, the Harvest Fair is honored to name Oliver's Market the 2011 "Friend of Sonoma County Agriculture."

FRIEND OF SONOMA COUNTY AGRICULTURE
Perpetual Trophy with Annual Award by
IMWALLE GARDENS, Santa Rosa

PREVIOUS WINNERS

2005	Captain Cliff Steward, Hldbq	2008	Rhonda Smith, Windsor
2006	Nick Frey, Santa Rosa	2009	Bo Simons, Healdsburg
2007	Gail Davis, Santa Rosa	2010	Supervisor Paul Kelley

ANNUAL HONORS

Ryan Petersen

Ryan Petersen runs Petersen Land Management, a full service vineyard management business in Geyserville, home to some of the most magnificent vineyards and talented wine makers in the world.



Ryan's been in the wine business for as long as he's been alive, which is a robust 39 years this year. Wine definitely runs in the blood of this family, which is now five generations in the business. When Ryan was growing up, he would work in his father's vineyard every opportunity he had, after school and during vacations. After attending college, it just made sense to come back and get into the business, he said. He now manages vineyards for several growers and provides countless other services

What Ryan finds most satisfying about his work, besides getting to spend every day in the beautiful outdoors, is the reward that comes from putting hard work into a property and seeing it pay off. And despite the ups and downs of business, Ryan takes great comfort in the support of a tight-knit community. It's something he says is one of the biggest perks of living and working in Sonoma County. "I think that catches some people by surprise. Those who come up here for the climate discover that this really is a community, not just a place to live."

Ryan has been a volunteer firefighter with the Geyserville Fire Department for most of his adult life and is a member of the Geyserville Kiwanis club. In his spare time, he likes to hunt, go ocean fishing and dive for abalone.

Ryan says he certainly wouldn't be where he is today without the love and support of his family. Ryan resides in beautiful downtown Geyserville with wife Sarah and their two children, Annie, 7 and Thomas, 5.

The Harvest Fair is honored to name Ryan Petersen as the 2011 Outstanding Young Farmer.

**OUTSTANDING YOUNG FARMER
Perpetual Trophy & Annual Award by
AMERICAN AG CREDIT ASSOCIATION**

PREVIOUS WINNERS

2005 Ned Hill, Sonoma	2008 George Martinelli, Forestville
2006 Tom Rued, Healdsburg	2009 Steve Sangiacomo, Sonoma
2007 Mike Sangiacomo, Sonoma	2010 Bret Munzelle, Geyserville

ANNUAL HONORS

Brent Young

Brent Young has served as Jordan viticulturist since 2008. Young's strategic position focuses on elevating the vineyard's precision farming techniques and sustainable agriculture practices.



A fifth-generation resident of Sebastopol, Young comes from a long line of farmers specializing in Sonoma County dairy and agriculture. He elaborates, "I can't imagine a better place to be. I am deeply passionate about Sonoma County and about sustaining our agricultural heritage here." He received a Bachelor of Science degree in Wine & Viticulture with a Viticulture Concentration from California Polytechnic State University, San Luis Obispo in 2005. He worked for Kunde Family Estate from 2006 to 2008 before taking on a newly created role at Jordan.

Young led advancements in soil research at the vineyard, completing an extensive soil mapping study in 2009 which resulted in new micro-farming techniques. Young also spearheads the ongoing project of rebuilding of the hillside irrigation systems, which began in 2009 to decrease water and electricity use while strategically targeting specific vines with water only when necessary.

Precision farming is closely linked to the sustainability philosophy Young follows. Together with Vineyard Manager Dana Grande, he recently started Jordan's certification process for Fish Friendly Farming and the new Certified California Sustainable Winegrowing program. "I am fortunate to work for a company that supports my program one-hundred percent. The best part is working with some really talented individuals each day that challenge me and keep me inspired".

Young is an active and voting member of the Sonoma County Farm Bureau, serving on the Sonoma Marin Young Farmers and Ranchers' steering committee since 2007. He is married to Katie Fonsen Young, Sonoma County Fair's new Deputy Fair Manager.

"I am honored to be receiving the Outstanding Young Person in Agri-Business Award for 2011," says Young. "There are so many deserving young people in our industry. I have a great amount of respect for the peers with whom I share this award. The list of past recipients is really impressive and each person has gone on to become a true leader in Agriculture. I hope to continue in their footsteps."

OUTSTANDING YOUNG PERSON IN AGRI-BUSINESS
Perpetual Trophy & Annual Award by
WILBUR-ELLIS COMPANY

PREVIOUS WINNERS

2005	Chris & Dawn Lindelof, Geyserville	2008	Jeff Carlton, Graton
2006	Chris Bowland, Santa Rosa	2009	Ulises Valdez, Geyserville
2007	Dana Grande, Healdsburg	2010	John Azevedo, Windsor

ANNUAL HONORS

SCORECARD for Outstanding Young Farmer

Overall Agricultural Program.....	30%
The Operation and Management of the Agricultural Program	25%
Management and Efficiency Factors.	20%
Leadership Activities.....	15%
Community Activities.	10%
Total	100%

SCORECARD for Outstanding Young Person in Agri-Business

1. The person shall not have had his/her 40th birthday.
2. The person shall be involved in:
 - a. the production, or
 - b. the processing of an agricultural product or commodity, primarily of the harvest type, in Sonoma County and shall have demonstrated outstanding achievement in connection with:
 - 1) the overall operation and management of the enterprise; or
 - 2) the methods utilized to accomplish goals in productivity, efficiency, and profitability;
 - 3) the overall operation and management of the enterprise; or a leadership roll in community activities and/or industry activities.
3. If the person is involved in production, the person will qualify for the award if he has no significant ownership interest in the enterprise with which he is connected.
If the person is involved in processing the person will qualify if he has the ownership of (or the major ownership of) the enterprise with which he is connected.
4. "Processing" shall include the following: Research and development, marketing and, in general, all activities affecting the commodity except husbandry.

2011 Ag Recognition Committee
Steve Dutton, Chairman

Bob Anderson
Armon Azevedo
John Azevedo
Jeff Carlton
Joe Dutton
Nick Frey

Saralee McClelland Kunde
Kirk Lokka
George Martinelli
Lee Martinelli, Sr.
Doug Snyder
Mike Strunk
Tim Tesconi