

**HOW TO BE A PART OF**  
**the 36<sup>th</sup> 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/Poultry Entry Form: 1 for each breed 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 11, 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](http://www.harvestfair.org)  
Paper Entries close September 3, 2010  
On-line Entries Close September 17, 2010

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## BOARD OF DIRECTORS

Michael Traverso .....		President
Marie Gewirtz .....		Vice-President
Tawny Tesconi .....		Secretary-Treasurer
Ross Liscum	Steve Olson	Honore Comfort
Dan Kosta	Michael Martini	John Balletto
Cathy Neville	Nick Frey	Saralee McClelland Kunde
Leslie Perry	Steve Dutton	Roger Praplan

## SONOMA COUNTY BOARD OF SUPERVISORS

Shirlee Zane	Valerie Brown	Paul Kelley
Efren Carrillo		Mike Kerns

## STATE OF CALIFORNIA

Arnold Schwarzenegger .....	Governor
John Garamendi .....	Lieutenant Governor
A.G. Kawamura .....	Secretary, Dept. of Food & Agriculture
Mike Treacy .....	Director, Div of Fairs & Expos., Dept of Food & Ag
State Senate.....	Mark Leno, Pat Wiggins
State Assembly.....	Wesley Chesbro, Noreen Evans, Jared William Huffman

## SONOMA COUNTY HARVEST FAIR STAFF

Tawny Tesconi .....	Fair Manager
Sheila Quince .....	Entry & Exhibit Coordinator
Tina Thomas.....	Entry & Exhibit Assistant
Kate Barrett .....	Entry & Exhibit Assistant
Jane Engdahl.....	Special Events
Neysa Sloan .....	Financial Services Officer
Robert Garcia .....	Interim Events Coordinator
Debra Townsend .....	Concessions Assistant

## PREVIOUS SONOMA COUNTY HARVEST FAIR PAID ATTENDANCE

1975	1976	1977	1978	1979	1980	1981	1982
1,676	3,353	5,100	5,006	6,442	9,459	15,622	18,922
1983	1984	1985	1986	1987	1988	1989	1990
18,661	23,687	18,536	22,780	20,417	18,357	22,244	21,961
1991	1992	1993	1994	1995	1996	1997	1998
22,340	22,263	21,821	23,074	28,129	27,767	25,287	25,614
1999	2000	2001	2002	2003	2004	2005	2006
26,568	26,037	24,834	26,809	21,091	20,542	20,075	18,177
2007	2008	2009					
19,280	13,643	17,316					

Photography by Michael Buchanan

## 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 Ross Liscum, 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 her tenure as commissioner. The current Commissioner is Cathy Neville.
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.

### 2010 COMMITTEES

#### **Budget & Finance**

Tawny Tesconi - Chr.  
Steve Dutton  
Ross Liscum  
Steve Olson  
Les Perry

#### **Pro & Amateur Wine Awards Night**

Mike Martini - Chr.  
John Balleto  
Honore Comfort  
Steve Dutton  
Nick Frey  
Marie Gewirtz  
Dan Kosta  
Saralee McClelland Kunde  
Ross Liscum

#### **Ag Recognition Food/Farming**

Steve Dutton - Chr.  
John Balleto  
Nick Frey  
Marie Gewirtz  
Dan Kosta  
Saralee M Kunde  
Mike Martini  
Cathy Neville  
Steve Olson  
Roger Praplan

#### **Concessions/Entertainment**

Les Perry - Chr.  
Ross Liscum  
Mike Martini  
Cathy Neville  
Roger Praplan  
Tawny Tesconi

#### **Executive & By-Laws**

Michael Traverso  
Tawny Tesconi  
Marie Gewirtz

#### **Publicity**

Marie Gewirtz - Chr.  
John Balleto  
Honore Comfort  
Nick Frey  
Saralee M Kunde  
Steve Olson  
Les Perry

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## LOCAL RULES & REGULATIONS

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### LOCAL RULES AND REGULATIONS

#### SINGLE ADMISSIONS TO THE GROUNDS

Adult (13 & over)-\$8.00  
Senior (62 & over) \$4.00  
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.

#### WINE TASTING

All medal winners in the annual Harvest Fair professional wine judging are available for the public to taste during the Fair. Grace Pavilion is open for "wine by the ounce", by varieties, in two (2) sessions; Early 12 noon to 2:30 p.m. and Late 4:30 to 7:00 p.m.. Each Session is \$35.00 and includes admission and a souvenir glass. 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 \$2.00 each.

#### AWARDS NIGHT

On September 25, 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 Saturday evening event includes light appetizers and the opportunity to taste our Sonoma County products and wines. Hours are 7:00 to 9:30 p.m. Ticket price is \$65.00. Place is the Grace Pavilion at the fairgrounds. Dress is black tie optional.

#### ART RECEPTION

An Art Reception will be held Friday evening of the fair, 7:00 to 9:00 p.m. in Finley Hall to promote sales of local art. The reception features wine, light appetizers, and music. Tickets are available for \$20.00 at the Entry Office.

#### 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](http://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.

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## LOCAL RULES & REGULATIONS

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- e. No dogs (except service dogs and sheep dogs) will be allowed on the fairgrounds.

### 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.

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## ANNUAL HONORS

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### Supervisor Paul Kelley

Paul Kelley, a native and lifelong resident of Sonoma County, has been a strong and respected voice for agriculture during his 16 years on the Sonoma County Board of Supervisors.

Paul is not seeking re-election as Fourth District representative on the Sonoma County Board of Supervisors. He has proudly represented northern Sonoma County, the vast agriculturally-rich region that is home to vineyards, timber and natural resources. Paul, who leaves office at the end of the year, will be sorely missed for the wise counsel and common sense he brought to county government, particularly, on agricultural issues and the preservation of property rights. He consistently supported the needs of dairy, wine grape, crop and livestock farmers, understanding the fragile balance that agricultural producers face in competing on the global market. He spent much time and energy improving the county's "Right to Farm" Ordinance and the agriculture element to the Sonoma County General Plan. Paul was a leading advocate for the Sonoma County Agricultural Preservation and Open Space District. During his 16 years on the board of supervisors, he helped protect more than 45,000 acres of farmland from development. Paul's agriculture roots run deep and wide. He grew up on Olivet Road just west of Santa Rosa, picking prunes as a youngster and working on area farms. His early years gave him an appreciation for the land and people who are the heart and soul of Sonoma County. Paul attended local schools, graduating from Piner High School and Santa Rosa Junior College. He continued his education at San Francisco State University, graduating with a degree in Computer Science and a minor in History. Paul worked in the computer industry for many years before his career path took a different turn and he became an educator at a private school. He taught math and history in the fifth and sixth grades and coached the school basketball team. Then in 1994 he ventured into county politics. Paul's patience and skills as an educator were evident during his many years as an advocate for agriculture on the board of supervisors. Paul Kelley is one of the shining threads in the social fabric of Sonoma County agriculture. In recognition of his dedication to agriculture, the Harvest Fair is honored to name him the 2010 "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		

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## ANNUAL HONORS

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### Bret Munzelle

Bret Munselle, 34, is a fifth generation Alexander Valley grape grower who is farming land that his great grandfather traversed with a horse and plow more than 130 years ago.

The powerful image of land and family is not lost on Bret who holds a deep connection with the vineyards he farms in the Alexander Valley. Bret says he is blessed with an incredible sense of place when he goes to work each day.

"To tell you the truth, I have the best working family situation I could hope for. Every day I am surrounded by my family's history and legacy here in the Alexander Valley," said Bret, an agricultural hybrid. He holds a degree from U.C. Davis but is deeply rooted in the tradition of family farming.

Bret works in a family grape growing partnership that includes his parents Bill and Rita Munselle and his aunt Bev Wasson. The partners lease family owned vineyards from grandparents Fred and Ruby Wasson. Additionally, Bret and his father are in a partnership that leases 75 acres from a cousin in the Alexander Valley.

In all, Bret farms 250 acres in partnership with family members. Like most family businesses, he does a variety of different jobs every day, ranging from mechanical work in the shop to driving stakes in the vineyard. Mostly, Bret concentrates on selling the wine grapes produced from the family vineyards.

The day after graduating from U.C. Davis with a degree in agricultural economics, Bret started working for American AgCredit. He worked there for 3½ years, gaining valuable experience as he worked with growers on their financing needs. Bret left America AgCredit in 2001 to work in the family vineyards.

Since 2006 Bret and his parents have been producing small lots of ultra-premium chardonnay and cabernet sauvignon under the Munselle label. He said it's another way to enhance the value of the wine grapes from the historic family vineyards. Bret and his wife Kristen have two daughters, Madeleine, 3, and Callan, 18 months.

Bret's dedication to quality wine grape production and preservation of family farming are among the reasons he was selected for the Harvest Fair's Outstanding Young Farmer Award, which is a tribute to the agricultural legacy of this Alexander Valley family.



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

#### PREVIOUS WINNERS

2005 Ned Hill, Sonoma  
2006 Tom Rued, Healdsburg  
2007 Mike Sangiacomo, Sonoma

2008 George Martinelli, Forestville  
2009 Steve Sangiacomo, Sonoma

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## ANNUAL HONORS

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### John Azevedo

John Azevedo, 33, is a fourth generation Sonoma County rancher who oversees thousands of acres of California vineyards as the grower relations representative for Jackson Family Wines, the sprawling wine and vineyard company owned by Jess Jackson and his wife Barbara Banke.

John's job is to source high-quality grapes for the wine labels that are part of Jackson Family Wines based in Santa Rosa. Although he works with growers from Healdsburg to Santa Barbara, John



focuses his attention on vineyards in the Russian River Valley and Sonoma Coast appellations for the Jackson Family's LaCrema wines. Before joining Jackson Family Wines three years ago, John was the grower relations manager for Napa Valley-based Diageo wine company for eight years. He worked with growers in Napa, Sonoma, Mendocino and Lake counties to source grapes for Diageo brands including BV Coastal and Sterling. He started in the viticulture industry in 1999 as an intern with Lloyd Vineyard Management in Healdsburg.

John was born and raised in Healdsburg where he was an award-winning member of the Healdsburg FFA, serving as chapter president and sentinel of the North Coast FFA Region. He studied viticulture at Santa Rosa Junior College and earned a Bachelor of Science degree in plant science from California State University, Fresno. He was a member of Class 37 of the California Agriculture Leadership Program, a two-year leadership training program for rising young stars in California agriculture.

John believes it's important to be involved in the organizations that protect and promote Sonoma County agriculture. He serves as a director of Sonoma County Farm Bureau and the Healdsburg Future Farmers Country Fair. He is founder and president of the Healdsburg FFA Ag Boosters, which provides assistance to the agriculture program at Healdsburg High School.

John and his fiancée Teresa Mengali will be married later this year.

John is extremely proud to be part of Sonoma County's \$3 billion agricultural industry while carrying on his family's farming tradition, which has endured for more than a century in Sonoma County.

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

#### PREVIOUS WINNERS

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

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## ANNUAL HONORS

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### 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.

2010 Ag Recognition Committee  
Steve Dutton, Chairman

Bob Anderson  
Scott Bauer  
Chris Bowland  
Jeff Carlton  
Nick Frey

Kirk Lokka  
George Martinelli  
Lee Martinelli, Sr.  
Steve Olson