

HOW TO BE A PART OF
the 35th 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 12, 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 4, 2009
On-line Entries Close September 18, 2009

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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 Ross Liscum, Doug Beretta 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 representatives are Bill Brinton and 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.

2009 COMMITTEES

Budget & Finance

Tawny Tesconi - Chr.
Honore Comfort
Ross Liscum
Dan Kosta
Mike Martini
Steve Dutton
Les Perry

Pro & Amateur Wine Awards Night

Dan Kosta - Chr.
Michael Traverso
Roger Praplan
Mike Martini
Honore Comfort
Steve Dutton
Marie Gewirtz

Ag Recognition Food/Farming

Nick Frey - Chr.
Roger Praplan
Cathy Neville
Dan Kosta
Steve Dutton
Marie Gewirtz
Steve Olson
Doug Beretta

Concessions/Entertainment

Ross Liscum - Chr.
Cathy Neville
Steve Olson
Les Perry
Bill Brinton

Executive & By-Laws

Michael Traverso
Tawny Tesconi
John Balleto

Publicity

Marie Gewirtz - Chr.
Tawny Tesconi
Nick Frey
Dan Kosta
Honore Comfort
Doug Beretta

LOCAL RULES & REGULATIONS

LOCAL RULES AND REGULATIONS

SINGLE ADMISSIONS TO THE GROUNDS

Adult (13 & over)-\$6.00
Senior (62 & over) \$4.00
Youth (7-12)-\$2.00
Child (6 & under)-free

FAIR HOURS

Gates and Buildings will open to the public at 10:00 a.m. and remain open until 7:00 p.m. on, Friday, Saturday and Sunday.

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 varietals, 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 12:30 to 5 p.m. The price for the wine tasting is \$7.00 for the souvenir glass and two taste tickets. Additional taste tickets are 4 for \$6.00 or \$2.00 each.

AWARDS NIGHT

On September 26, 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, 8:00 to 10:00 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
- 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.

LOCAL RULES & REGULATIONS

- 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.

ANNUAL HONORS

Bo Simons

Bo Simons is the keeper of Sonoma County's rich wine history, a man who covets rare wine books like others covet vintage Corvettes.

Bo is the manager of the Sonoma County Wine Library, located in the eastern wing of the Healdsburg Branch of the Sonoma County Library. As the curator of the collection, he constantly helps those in the wine industry get business and technical information about grape growing, winemaking and the marketing of wine. He also proudly oversees a collection of historic books, magazines and oral histories that chronicle more than a century of Wine Country's colorful history. During his years at the library, he has acquired many of the valuable books that make up the collection.



Bo is first and foremost a librarian but a good portion of his time is spent teaching. He thoroughly enjoys working with the library's Latino Outreach Committee, an effort to make the library a significant part of life for the region's burgeoning Latino population. For a number of years, Bo has worked closely with the Sonoma County Winegrape Commission in conducting educational workshops for Latino vineyard workers. The workshops, held at the library, cover viticulture topics such as pesticide and tractor safety. Once the formal workshop is over, Bo gets to show the vineyard workers the library and the many resources available to them in Spanish. He said it's gratifying when one of the Latino vineyard workers comes back to get a library card. "That's the payoff. That's when you know you've committed something to the community," said Bo.

Bo and his wife Annette live in Healdsburg. Their daughter, Amanda, begins graduate school this fall in Japan.

Bo Simons is one of the shining threads in the social fabric of Sonoma County agriculture. In recognition of his dedication to preserving the culture and history of Wine Country, the Harvest Fair is proud to name him the 2009 "Friend of Sonoma County Agriculture."

<p style="text-align: center;">FRIEND OF SONOMA COUNTY AGRICULTURE Perpetual Trophy with Annual Award by IMWALLE GARDENS, Santa Rosa</p>

PREVIOUS WINNERS

1999	Terry Lindley, Healdsburg	2004	Bill Traverso, Santa Rosa
2000	Bob Anderson, Santa Rosa	2005	Captain Cliff Steward, Hldbg
2001	Glenn Klein, Windsor	2006	Nick Frey, Santa Rosa
2002	Michele Anna Jordan, Seb	2007	Gail Davis, Santa Rosa
2003	Ken Silveira, Sebastopol	2008	Rhonda Smith, Windsor

ANNUAL HONORS

Steve Sangiacomo

Steve Sangiacomo along with his brother Michael is one of the general managers at their family's highly respected Sangiacomo Vineyards, a Sonoma Valley farming operation that provides top quality grapes to dozens of wineries in Napa and Sonoma counties.

The brothers, like their father and uncles before them, oversee the production and marketing of wine grapes grown on more than 1,000 acres of vineyards in the Sonoma Valley. Steve, the third generation of his family to farm in the Sonoma Valley, grew up amid the vineyards in a close-knit, multi-generational Italian-American family.

Steve graduated with a business degree from St. Mary's College but learned the ABC's of grape farming from his father, Angelo Sangiacomo, and uncles Buck and the late Bob Sangiacomo. The Sangiacomos are rooted in farming and family tradition. The family makes their business decisions over breakfast and lunch at the kitchen table of Aunt Lorraine who lives in the ancestral home at the family ranch on Broadway in Sonoma.

Steve is a director and past chairman of the Carneros Quality Alliance and serves as vice chairman of the Sonoma County Winegrape Commission. He volunteers as a football coach at Sonoma Valley High School, returning to the high school where he graduated to help out the football team. During the fall football season, Steve juggles his time between the wine grape harvest and the football field.

Steve and his wife Connie have one son, Andrew, 2.

The Harvest Fair selected Steve Sangiacomo as Outstanding Young Farmer because of his dedication to quality wine grape production, agricultural leadership, community service and preservation of family farming. Steve's brother Michael received the Outstanding Young Farmer Award in 2007, a tribute to the third generation members of a remarkable Sonoma County farm family and their grape growing legacy.



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

PREVIOUS WINNERS

1999 Steve Dutton, Sebastopol	2004 Lee Martinelli, Jr. Santa Rosa
2000 Joe Dutton, Sebastopol	2005 Ned Hill, Sonoma
2001 Kelly Parsons, Fulton	2006 Tom Rued, Healdsburg
2002 Mike Strunk, Sebastopol	2007 Mike Sangiacomo, Sonoma
2003 John Bucher, Healdsburg	2008 George Martinelli, Forestville

ANNUAL HONORS

Ulises Valdez

Ulises Valdez is a self-made man of the vineyards, an immigrant from Mexico who came to Wine Country when he was 16 to fulfill his dream of family farming.

Today, that dream of land and family is nearly complete for Ulises Valdez, who is 39 and firmly rooted in Wine Country. He is the owner of Valdez and Sons Vineyard Management, a company that oversees 900 acres of Sonoma County vineyards. He and his wife have four children and three years ago launched their Valdez Family Wines, premium wines made from grapes grown on land that Ulises leased and planted in pinot



noir and chardonnay. Sometime in the near future, Ulises plans to acquire his own winery while continuing to expand his vineyard management company in the hope that his sons, Ulises Jr. and Ricardo, will join him in the business. Ulises jokes that he will change the logo on his pickup truck if daughters, Elizabeth and Angelica, want to work in the vineyard management company too.

"I'm a happy man, a lucky man," proclaims Ulises, a salt-of-the-earth kind of guy. He said luck is what happens when preparation meets opportunity. Ulises is a testament to that concept. In 1985 he crossed the Mexican border and made his way to Sonoma County where he toiled in the vineyards for several years. In 1987, with some savings and lots of savvy he became a partner with Jack Florence Jr. in Florence Vineyard Management Co. The two worked together until 2003 when Ulises bought Florence's stake in the company and changed the name to Valdez and Sons Vineyard Management.

Today, Ulises, who attained U.S. citizenship in 1996, is a major player in Sonoma County vineyard management and a man known to many for his ambition, work ethic, dedication to grape quality and devotion to family. He's extremely proud of his good fortune and the opportunity to part of the backbone of Sonoma County's \$2 billion wine industry.

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

PREVIOUS WINNERS

1999	Jeff Lyon, Healdsburg	2004	Armon Azevedo, Sebastopol
2000	Lee Ann Cameron-Reuter	2005	Chris & Dawn Lindelof, Geyserville
2001	John Bidia, Santa Rosa	2006	Chris Bowland, Santa Rosa
2002	Scott Bauer, Kenwood	2007	Dana Grande, Healdsburg
2003	Rex & Kerry Williams, Seb.	2008	Jeff Carlton, Graton

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.

2009 Ag Recognition Committee
Nick Frey, Chairman

Bob Anderson
Chris Bowland
Dana Grande
Jim King
Chris Lindelof
Kirk Lokka
Saralee Kunde

Steve Olson
Stephan Parnay
Kelly Parsons
Roger Praplan
Tim Tesconi
Richard Thomas