



2004 Fairground Road
Monterey, CA 93940

"Happy Holidays"

MONTEREY COUNTY FAIR HERITAGE FOUNDATION BRICK-A-THON

Help the Monterey County Fair Heritage Foundation complete our new capital improvement project. We have started a campaign to brick a path from the Gate 5 entrance up to the Monterey Bay Race Place entrance. The new path will be laid with bricks, engraved with the names of our community members. NEW - You now have a choice between a 4 inch by 8 inch brick for a \$100.00 which may contain up to 3 lines of copy, 21 characters per line or an 8" x 8" brick for \$200 with up to 6 lines of copy with 18 characters

Buy-A-Brick Form

Yes, I/we would like to reserve a permanent brick to be installed on the new Gate 5 pathway!

Name: _____

Address: _____

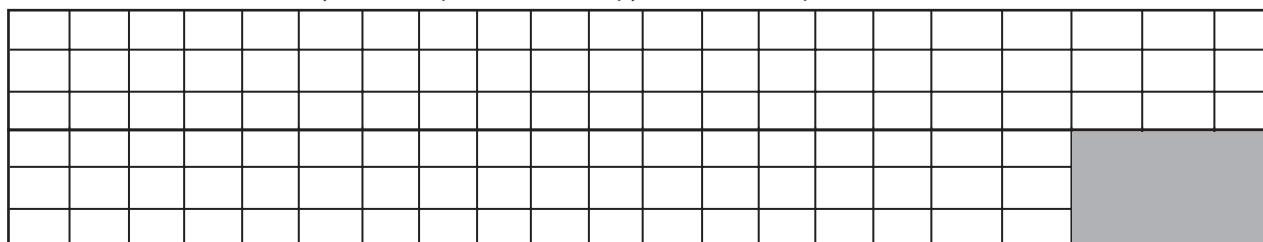
City/State/Zip: _____

Phone/E-mail: _____

Please select which size brick you would like. 4"x8" for \$100 8"x8" for \$200

Each 4"x8" brick may contain up to 3 lines of copy, 21 characters per line. All text is centered.

Each 8"x8" brick may contain up to 6 lines of copy, 18 characters per line. All text is centered.



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P1 / HOG BUYERS /DONORS AND
HERITAGE MEMBERS List of 2013
Heritage Hog Buyers and Donors



P2 / A YEAR IN REVIEW
Events and highlights of 2013

P3 / 2014 CALENDAR OF EVENTS
Upcoming events and fundraising for 2014

P4 / MCF HERITAGE FOUNDATION
BRICK-A-THON Help the Foundation
complete our new projects.

Monterey County Fair Heritage Foundation

2013 HERITAGE HOG BUYERS

A-Z Entertainment
Bengard Ranches
Bob Bianchi
Budsco
Cal Coast Machinery, Inc.
Coastal Tractor
Coastal View Produce
Crop Production Services
Filice Farms
Fresh Farms
G & H Farms
Gonzales Irrigation System
Gonzales Packing
Green Rubber/Kennedy Ag
L A Hearne
Holaday Seeds
Integrated Crop Management
Butch & Vivien Lindley
L & J Farms
Mission Ranches
NH3 Service/Lipe Line
Mike & Mary Orradre
Pacific International Marketing
Marc Pura
Queen Victoria
Quinn Caterpillar Company
R C Farms
River Ranch
Scaroni Family Companies
Springfield Farms
Sturdy Oil
Taylor Logistics
Top Flavor Farms
Triangle Farms
Vanguard Seeds
Kate Violini
Kirk Williams

Special thanks to Green Valley Farm Supply, NH3 Company and Bunker and Sons

CONTACT INFORMATION:

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2004 Fairground Road
Monterey, CA 93940
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Fax: 831-372-8248

E-Mail:
Heritage@montereycountyfair.com

www.montereycountyfair.com/heritage-foundation

Volume 2013.2



2013 HERITAGE MEMBERS

Christy Andrade
John Gill – Monterey Hyatt
Karen Antle
Gonzales Irrigation
Tom & Terry Bengard
John Jeffery Green
Otavio Bernardo
Bart Guidotti
Robert Bianchi Family
Paul & Dana Guidotti
Mission Ranches
Rodney & Kelly Bianchi
Doris Gularte
Holaday Seeds
Lukas Gularte
Integrated Crop Management
Butch & Vivien Lindley
L & J Farms
Mission Ranches
NH3 Service/Lipe Line
Mike & Mary Orradre
Pacific International Marketing
Marc Pura
Queen Victoria
Quinn Caterpillar Company
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John Gill – Monterey Hyatt
Gonzales Irrigation
John Jeffery Green
Bart Guidotti
Paul & Dana Guidotti
Doris Gularte
Lukas Gularte
Wayne Gularte
Mary Hansen
Cindy & Vic Heintzberger
Shari Hubbell
Octavio Hurtado
Kristen Iverson
Wendy Brickman
Jeanne Byrne
Ricky & Cecy Cabrera
Thomas E. & Karen Campbell
Dennis & Janice Caprara
David Chaney
Jane Chaney
Kevin Clark
Andy Clarke
Gina Cremers
Robyn DaRosa
Greg & Kathy DeCarli
Rocco & Kathy DiMaggio
Roberta Dooley
Dee Dee Garcia White
Sean & Laurel Gast
Rick Gebian
Dirk & Maria Giannini
Jason Giles

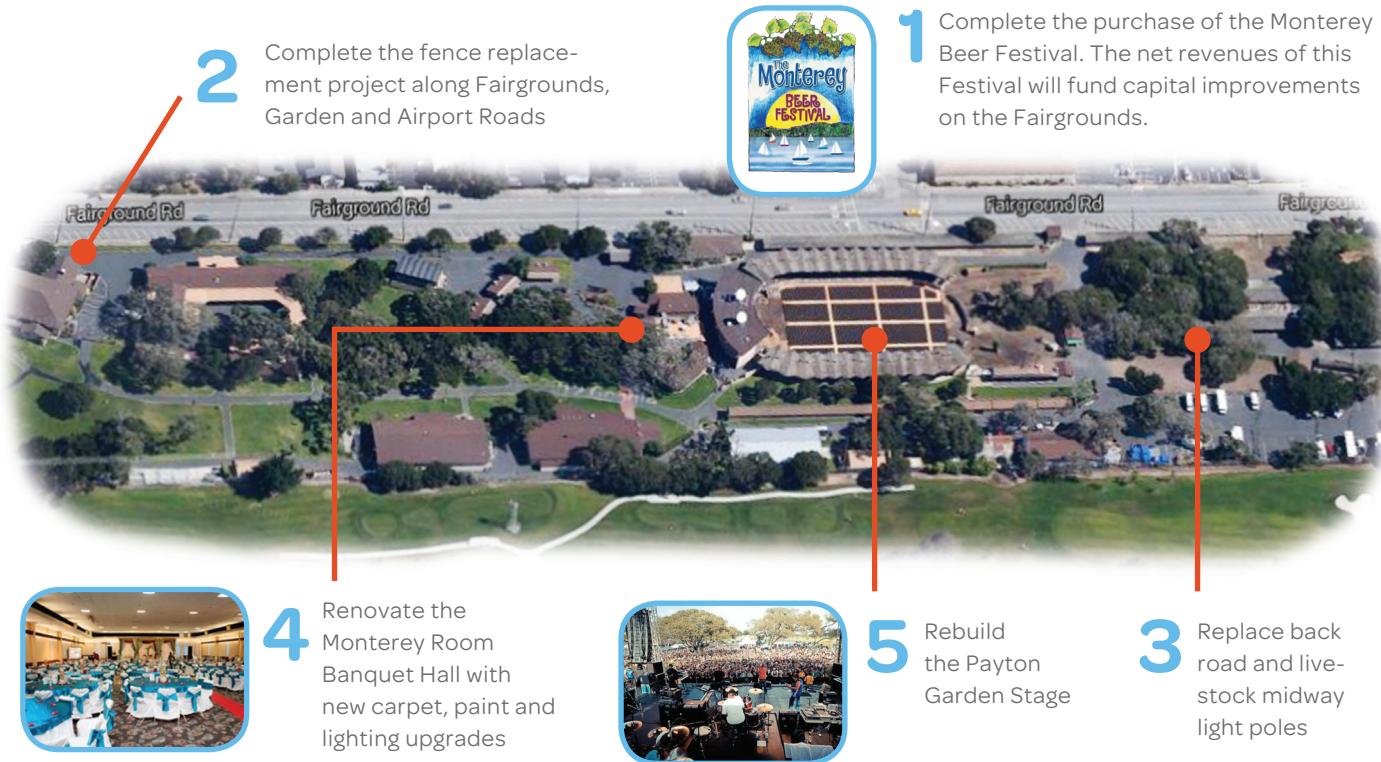
Neal Matsumoto
Richard & Jackie Mc Abee
Kelly & Mary Mc Dermott
Mark & Julie Mc Haney
Paul & Ruth Mc Haney
Kim & Steve Mc Intyre
Ron Mondo
Curtis Nelson
Joanne Nissen
Chuck & Margaret Noroian
Sneha Panholzer
Philip & Valerie Pearman
Dave & Debbie Pedrazzi
Dave Peterson
Paul & Tracy Pezzini
Gary Robinson
Barry & Andi Roche
Robert & Adriana Rodoni
George & Pat Sallay
Josh Stratton
Pam Thornton
Kathleen Tran
Sam & Kristi Trotter
Margot Turner
Paul & Amy Ussery
Jim & Kate Violini
Kirk Williams & Debbie Violini
Mark & Lisa Wright

A Year in Review

The Monterey County Fair Heritage Foundation, formerly known as the Friends of the Monterey County Fair will be celebrating fifteen years of service in 2014! The mission statement of the Foundation is to raise funds through grants, catering and concessions at the Monterey County Fair and to support the functions of the Monterey County Fair.

In 2011, the Foundation became the master concessionaire for all alcohol sales on the Fairgrounds in an effort to generate much needed revenue to replace what was once provided by the State of California. In 2013, the Heritage Foundation has generated over \$174,000 in concessions revenue for the Monterey County Fair and Event Center!

We thank all of our members and donors for supporting the Foundation, but we aren't through yet! Below are just some of our future goals:



We are pleased to have completed the following projects:

- 2011 – Fence Replacement on Fairgrounds Road
- 2012 – Remove back wall of the Pattee Arena and re-route all electrical and water outlets.
 - Repaint the floor of the Visual Arts Exhibit Building



Hello All!

I am excited to be a part of the Monterey County Fair Heritage Foundation Family as your Beverage Concessions Coordinator! I have a Bachelors Degree in Public & Professional Communications from Cal State East Bay but my passion has always been within the Fair Industry. I grew up participating in 4-H and was an employee at the Contra Costa County Fair for 3 years coordinating the Facility Rentals and Exhibits Department. The MCF Heritage Foundation is rapidly moving in a new direction and recently we have rolled out new

Bar Service Packages for public and private events at the Fairgrounds. In addition to the onsite event services, we are pleased to announce that the Heritage Foundation has gone mobile and will be available to book at venues throughout Monterey County. Be on the lookout for more info to come at www.montereycountyfair.com/heritage-foundation.

Best Regards,
Jennifer Chivers
Monterey County Fair Heritage Foundation
Beverage Concessions Coordinator

Monterey County Fair Heritage Foundation Annual Membership



Now that the New Year is upon us, it's time to renew or sign up for the first time for a Heritage Foundation Membership! Members receive great benefits for the Monterey County Fair such as season passes, parking and access to our Hospitality area. Your donation is tax deductible, Tax ID # 77-0402426.

Membership Benefits

\$350 Family Membership

- Two tickets to Kick Off BBQ
- Four season passes to Fair
- Two parking passes
- Hospitality
- Two carnival pay one price booklets/ wristbands

\$250 Couple Membership

- Two tickets to Kick Off BBQ
- Two season passes to Fair
- One parking pass
- Hospitality
- Heritage Hat

\$125 Single Membership

- One ticket to Kick Off BBQ
- One season pass to Fair
- One parking pass
- Hospitality
- Heritage Hat

\$75 Young Professionals – ages 21-35

- One ticket to Kick Off BBQ
- One day pass to the Fair
- One day pass to Hospitality
- Heritage Hat

All members will receive 10% off interim rentals, RV rental space, \$5.00 discount on all tasting events and all members have the option to purchase a Heritage Foundation jacket for \$75.00.

Heritage Foundation Board of Directors

DAVID PETERSON
President

CHUCK NOROIAN
Vice President

KATHY DIMAGGIO
Treasurer

MARGARET NOROIAN

ANDY CLARKE

BRIAN HIGGINS

JOSH STRATTON

ALAN TARP

DEE DEE GARCIA-WHITE

KELLY VIOLINI
Executive Director

COURTNEY BOYLES
7th DAA Board Liaison

VIVIEN LINDLEY
7th DAA Board Liaison

2014 Heritage Foundation Calendar of Events

Mark your Calendars for all the Heritage Foundation's Annual Events! Remember with your Heritage Membership you get \$5 off presale prices. For tickets to all of our Annual Events go to: www.montereycountyfair.com/heritage-foundation



MARGARITA MANIA- FEBRUARY 22

Celebrate National Margarita Day with a fun night of tequila tasting, tacos, and music in the Monterey Room. Doors open from 6pm until the Tequila runs out! Tickets go on sale January 1. \$35 Advance Sale \$45 at the door!



BEER FEST – JUNE 14

This is an event you won't want to miss. Tickets go on sale January 1. Save \$5 on Presale tickets! General Admission is \$50 at the Door, VIP tickets are \$75. NEW THIS YEAR.... VIP Ticket holders receive souvenir beer caddies to sport during the festival. Check out MontereyBeerFestival.com to purchase tickets and for info on everything BEER!



FAIR KICKOFF BBQ – AUGUST 8

Join us while we PARTY LIKE ANIMALS at the Annual Fair Kickoff BBQ. Tickets go on sale May 1. **Mark your Calendars for the MONTEREY COUNTY FAIR AUGUST 27 – SEPTEMBER 1.**



WINE FEST – OCTOBER 4

We will once again showcase graffiti and mural artists, great music, and over 100 different wines! Get your tickets at WineFestMonterey.com General Admission is \$45, VIP Tickets are \$60 Save \$5 on tickets when you purchase during presale.