



SOLD! HERITAGE HOG 2011

2011 has been a record setting year for the Heritage Hog! On October 2, 2011, the 250-pound Heritage Hog, raised by Reno May, was sold at the San Benito County Fair Junior Livestock Auction. The auctioning of the Heritage Hog was fast and lively. Thanks to the support of 28 donors, headed up by Tony Alameda, and additional donations, the Heritage Hog raised a grand total of \$31,595. This year, Kirk Williams and Debbie Violini donated the hog. For the third consecutive year, McAbee Feed donated all the feed and supplies. The Foundation would like to thank everyone for their generous support!

Reno went above and beyond our expectations. With the support of his parents, Reno advertised and sold "Buyer Thank You" certificates to 4-H and FFA members, raising \$5,031. In addition, Reno spoke about the Heritage Foundation at Rotary meetings, 4-H club meetings, and the Heritage Foundation Kick-Off dinner. He set a high bar for next year's hog raiser. Applications will be available in May. For additional information, please call Richard McAbee at 637-1669.



2011 SPONSORSHIP PROGRAM

The 2011 Sponsorship Campaign gained additional momentum this year. Sponsorships were up for the third consecutive season, with over \$27,000 in donations. We continue to work at spreading the message of the Foundation, attracting sponsors and public attention. We want to grow our funding in order to continue to provide capital improvement funds to benefit Bolado Park.

Our Fall Sponsorship Dinner was an overwhelming success. Our thanks to Bailey Brown and the FFA volunteers for the set-up and attractive decorations, and Megan Ward of Thyme Catering for the delicious food. Stephen Chambers, manager of Western Fairs, was the guest speaker. He discussed how it will take the residents of our community to unite under a common cause to preserve Bolado Park for future generations.

In case you hadn't noticed, we moved our Hospitality Tent this year. We were strategically located just across the walkway from the animal auction arena at the fairgrounds. Its convenient location allowed both sponsors and their guests an opportunity to slip away for a short break, mingling with friends and family. Suzie Crump and Zeph Thorning provided the tasty snacks, including mini-sandwiches and various sausage treats. We hope to keep the location, but expand the tent area next year to accommodate new sponsors. Thanks to all of you for a successful 2011, and for your contributions and commitment toward developing Bolado Park into a premier destination.

VISION

Our vision is to preserve and enrich the heritage of San Benito County by continuing to develop Bolado Park into a premier destination.

MISSION

The Heritage Foundation was formed in 2009 with the purpose to raise funds for the 33rd District Agricultural Association (Bolado Park). The Heritage Foundation's Mission is to maintain a standard of excellence in the facilities and grounds of Bolado Park by supporting capital improvement projects sponsored by the San Benito County Fair (33rd District Agricultural Association), and promoting opportunities to showcase the agricultural heritage of our county.

2012 BOARD OF DIRECTORS

Bob Swanson, President
Irene Sanchez, Vice President
Lizz Hunter, Treasurer
Rob Bernosky, Secretary
Bailey Brown
Mike Enz
Mark Franco
Richard McAbee
Rob Nino
Marian Tobias

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San Benito County Heritage Foundation is a nonprofit charitable organization.
Tax Exempt ID: 27-0925169

THANK YOU FOR YOUR SUPPORT IN 2011

MONSANTO GRANT

The San Benito County Heritage Foundation was honored by the San Juan Bautista site of the Monsanto Company with a \$10,000 grant to recognize our dedication to the betterment of agriculture and rural America. The grant will provide funding to improve the park's water and fire suppression systems, making Bolado Park a safer place for all community gatherings. Nancy Bergamini, the Monsanto site lead, commented, "Upgrading the Bolado Park water system will allow us to continue to support the many educational events that take place on the grounds, such as the Farm Bureau's Ag in the Classroom Farm Day, and will also ensure the safety of those in attendance in the event of an emergency."



HERITAGE FOUNDATION WATER PROJECT

The Heritage Foundation's focus this year has been to improve the water system at Bolado Park. Progress has been made in three areas. First, discussion and planning between members of the Foundation and the 33rd DAA resulted in making in-house repairs to the water pressure in the livestock area. Combined with water management throughout the fairgrounds, the improvements created a better environment for the 4-H and FFA members to take care of their animals at the fair. Second, the Foundation was awarded the Monsanto Grant to improve the water infrastructure and fire suppression systems at the fair (see above). Finally, when the pump that delivers water to the fairgrounds and golf course went down, the Foundation donated \$8,000 to replace the pump and motor. All of these projects will lead to a more updated and reliable system, which enable future capital improvements.



LETTER FROM THE FAIR MANAGER

Dear Friends of the Fair,



As many of you are aware, the San Benito County Fair is one of 78 California Fairs that was hit by the recent budget cuts. Funding for all California fairs has been completely eliminated. Over the past few months the Fair's Board of Directors, management and staff have worked hard to address the funding gap. With some major restructuring, we are happy to report that we will continue to have our annual county fair, and the facility will remain open to meet the needs of the public year round, with the already scheduled activities that are held throughout the year. We all realize how important the fair and the facilities are to our community.

We would like to thank the Heritage Foundation for coming forward with financial support in this difficult economic period. Recently, the Foundation provided the funds to replace the pump at Bolado Park, keeping the water flowing and the grounds open for events. With over 17,000 fair attendees and the help of over 100 volunteers at fair time, including the 200 plus events held throughout the year, totaling 100,000 guests per year, we are dedicated to making the facilities prosper into the future; with the traditional memories we all have of it today.

Respectfully,
Kelly J. Ferreira
Chief Executive Officer

PAST PRESIDENT'S MESSAGE

As I get ready to turn over the reins of the San Benito County Heritage Foundation to the 2012 president, Bob Swanson, I can't help but think back on all that Bolado Park has meant to me, my children and many families in San Benito County. The land donated by Julia Bolado Davis in 1938 has been a focal point for activities that have enriched the lives of most everyone in San Benito County in one way or another.

Three years ago, Richard McAbee, Curt Nelson and I were helping our children get ready for the fair. A topic that was being discussed by many of the 4-H'ers and FFA'ers was how we could help improve Bolado Park. The seeds of what has become the San Benito County Heritage Foundation were planted at the 2008 fair. So far, we have raised over \$150,000. The foundation is a functioning 501 (c)(3) non-profit. The pump and motor for the main water well was replaced. A shade cloth over the patio area was purchased and installed. The entrance and exit signs were purchased and installed. There is so much more to do.

State funding of \$200,000 a year (40 percent of the Bolado Park budget) has been eliminated. The need for the San Benito County community to support Bolado Park has become even more important. We will need to work together so that Bolado Park will continue to be a focal point for our community for many generations to come. The foundation will be embarking on a future capitol campaign to raise funds for needed improvements. It is my pleasure to be able to work with such a giving and caring community.

I'm proud to have served as the founding president and to continue that service as a board member. I look forward to working with all of you to engage the community in our efforts to preserve and enrich the heritage of San Benito County through Bolado Park. — Mike Enz



INCOMING PRESIDENT'S MESSAGE

The Heritage Foundation has made progress since its 2009 inception. Wonderful support has literally flowed from our agricultural contributors, local community, and grantors. We've been fortunate to increase our board to ten exceptional directors, who have helped us reach out to the broader community. Although the foundation is basically in its infancy, our goals and objectives will be met. At times it can be frustrating, but our learning curve has a lot of positive direction to it. I would personally like to thank Mike Enz for having the foresight and the initiative to start this foundation. The foundation's purpose of providing capital improvements to the 33rd and Bolado Park have hit home after the state funding has disappeared for the foreseeable future. My challenge as incoming president is to develop a positive working relationship with the 33rd board, as well as to maintain our momentum creating a strong Bolado Park into the future. — Bob Swanson



NEW BOARD MEMBERS



Lizz Matulich-Hunter is a 4th generation San Benito County resident and has deep family roots in ranching and farming in the county. Her grandfather was one of the original Board of Directors that started the San Benito County Saddle Horse Association in 1929 so Bolado Park is near and dear to her. She is a graduate of California Polytechnic State University, San Luis Obispo and has worked as a marketing and sales professional for the last 20 years in the tourism/hospitality industry. Lizz lives in Hollister with her husband, Rich, and children, Justine and Jake.



Bailey Brown has been very active in the community through her participation in 4-H and FFA. Bailey is a 4th generation San Benito County resident and a 2010 graduate of Cal Poly-San Luis Obispo with a Bachelors of Science in Agricultural Business with a concentration in finance and appraisal. She works as a personal assistant to a local business woman whose family owns and operates numerous businesses within the county. She looks forward to working with the Heritage Foundation to ensure Bolado Park and its facilities are a premiere destination for all the community to enjoy.

THANK YOU 2011 SPONSORS!

Bolado Sponsors

M & M Farms, Romaldo Martin
Nino Development, Mike and Tracy Nino
Stan and Jamii Pura
Shorty and Sally Silva
Randy and Rebecca Wolf

Pinnacle Sponsors

Tony & Cathy Alameda
Larry & Diane Barr
Robert & Crystal Bianchi
Joy Law
Nino Real Estate, Tom & Nita Nino
Rajkovich Bros, George Rajkovich
Beverly Tobias
True Leaf Farms, Vince & Denise Brigantino

Fremont Sponsors

American Ag Credit
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Enz Vineyards, Robert & Susan Enz
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Mark & Debbie Franco
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Helen Matulich
Rick, Kelly, & Reno May
Mendonsa Enterprises
Rob Nino
Irene Sanchez & Ted Davis
Bob & Carol Swanson
John & Marian Tobias

Gabilan Sponsors

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Mike Enz
John & Liz Freiermuth
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Guerra Nut Shelling Company
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Ray & Pat Mariottini
Kerry & Jeanette Maroney
Richard & Jackie McAbee
Jeff & Susan Modic
Reinoso Peak Land & Cattle
Karl & Elvia Skow
Robert & Valerie Wiltse
Williams Walnuts

Diablo Sponsors

Rodney & Kelly Bianchi
Frusetta Cattle Company
Richard Guzman
Jerry and Carol Hawkins
Mary Hubbell



THANK YOU 2011 VOLUNTEERS

Kick-Off Dinner

Cathy & Tony Alameda: fresh produce
Kristin Jimenez: bartending
Kellie Bianchi: organized FFA students
Sheryl Nelson, Jeanane Williams
& Mackenzie Nelson: welcome table
Brittany Brigantino & Christine Dougherty: set up
Ranchers Feed: hay

Hospitality Tent

Suzie Crump: coordinator
Lisa Guerra: food, decorations and signs
Thyme Catering: food
Jason Noble: storage trailer
The Market, Zeph Thorning: cooked sausages
Timber & Textiles: furniture

Hog Buyer Thank You Dinner

Fox Creek Ranch, Florian & Lori Barth: facility
Dona Esther: food

Wine Tasting

Marich Confectionery
Ridgemark Golf
Six Strings Winery
Calera Wines
The Inn at Tres Pinos
Flap Jacks
Running Rooster
Solis Family
Chris & Shannon Alvarez
Wynn Construction
Lompa Family
Bianchi Family
Guerra Cellars
Pietra Santa Vineyards
Enz Winery
Jayse Wines
Scheid Vineyards

THANK YOU 2011 HERITAGE HOG BUYERS!

Ag Services
Bianchi Kasavan and Pope
Big Valley Labor
Church Brothers
Earthbound Farms
Foothill Packing
G & H Farms
Gonzales Irrigation Systems
Gowan Seed Company
David & Colleen Grimes
Hog Farms
McAbee Feed
Susan & Jeff Modic
NH3 Service
Nino Development
Nino Real Estate
Ocean Mist
O P Murphy
R.C. Farms
R.C. Packing
River Ranch Fresh Foods
Sabor Farms
Santa Maria Seeds, Inc.
Tanimura & Antle
John & Marian Tobias
Top Flavor Farms
Brad & Kim Van Damm
Wilbur-Ellis Company

Hog Add-ons:

Automotive Color
Bella Charm
Manuel Bettencourt
Boyer Fertilizer
Crop Production Service
Dassel's Petroleum
Delta Packing
Hollister PBR
Sam & Krystal Lomanto
Rajkovich Brothers
San Felipe Farms
Western Security Funding & Real Estate

Heritage Hog raiser Reno May with parents Rick and Kelly

