

## Artichoke Festival Kicks Off With A BANG!

The home and office of the Castroville Artichoke Festival and the North Monterey County Chamber of Commerce were filled to capacity on January 19<sup>th</sup>. What was the special occasion? It was a mixer kicking off the upcoming 51<sup>st</sup> annual Artichoke Festival. People from near and far braved the stormy weather to partake in sumptuous foods prepared by local restaurants and individuals. And what was the main ingredient in almost all of the offerings? Why artichokes of course. Tasty appetizers included everything from baked artichoke nibbles, artichoke sausage, deep fried artichokes and, of course, our famous artichoke cupcakes.

The highlight of the evening was the unveiling of this year's festival poster entitled, "Thistle Be Fun!" There were over 30 entries in the competition, and Jacob Mann of Mann Made Creations, located in Sand City, was recently declared the winner.

This year's festival will be held on Saturday, May 15<sup>th</sup> and Sunday, May 16<sup>th</sup>. Activities and events include Agro Art competition, musical entertainment on two stages, children's activities, arts and crafts, a car show, wine tasting, food booths, farmers market, and field tours. New to this year's festival will be food demonstrations by over 15 local chefs. And, for a nominal fee, you will be able to sample the delicacies prepared by these local chefs who will discuss their products with the public.



Poster creator, Jacob Mann (far right), proudly displays his creation. Also pictured are Rob Stefani, Artichoke Festival President, and Lionel Handle.

We wish to thank the following for contributing to the Mixer: Claudio's Bakery, Dave and Michelle Pecci, Ron and Kathy Stefani, Joe and Angie Micheli, Nancy Ausonio, Robert Castillo, Pat Hopper, Irene Duran, Dorian Richards, Lynn Clark, Susan Calderon, Paul and Stefani Cortopassi, Beibz-on-Signs, A to Z Rentals, Framers Corner, Jacob Mann, Giant Artichoke Restaurant, Gloria Tosolini and Marc Jones.

For additional information on the 51<sup>st</sup> annual Artichoke Festival, check out our website at [artifest@att.net](mailto:artifest@att.net). Or you can join us on Facebook which features over 200 chefs, wineries and friends of the festival.

**Be sure to mark your calendar for May 15<sup>th</sup> and 16<sup>th</sup>. You don't want to miss this year's fun-filled event!**

## What's Inside

***Second Annual Crab Feed, Installation of Officers & Awards Ceremony, page 2***

***Prunedale Storage Now Offers Mail Box Rentals, page 2***

***North County Rec. Center BBQ Lunches, page 2***

***New Member, Fern Design Studio, page 3***

***HER Helmet Thursdays, page 3***

***Upcoming Events, page 3***  
***Mark Your Calendars!***

***To have information about your business or upcoming event included in this newsletter, please contact Diane Franciscovich, Editor, at (831) 449-6869.***

***North County Rec. & Park District Hosts 2nd Annual Crab Feed. Installation of Chamber Officers and Awards Ceremony***

If you love crab, and who doesn't, you could have had your fill on Saturday, January 23<sup>rd</sup> in Castroville. That was the date that marked the North Monterey County Recreation and Park District's (NCRPD) 2<sup>nd</sup> Annual Crab Feed fundraiser. Over 220 attendees donned bibs and dug in. Accompanying the endless bowls of marinated crab legs were salad, grilled garlic bread and sumptuous spaghetti.

The event also featured both a silent and live auction. Perhaps the most popular silent auction items were the edible ones. Decadent desserts were provided by local bakeries and community members. Tempting our palates were chocolate éclairs, cheesecake, a pear tart, a double chocolate cake, strawberry heart cake, and chocolate covered strawberries, just to name a few.

Pete DeVries, auctioneer extraordinaire and former Jefferson Award winner, was also on hand to oversee the live auction. Ten items were featured, but perhaps the most popular one was a spending a day with Monterey County SWAT team. Thank you Pete! You did an outstanding job as usual.

All in all just under \$14,000 was raised. These funds will be used to support the Rec. Center's Senior Nutrition Program and the After School Activities Program. They offer a variety of programs throughout the year including PONY Baseball, youth basketball, adult basketball, walking club, senior nutrition and much, much more.

Judy Burditt, General Manager NCRPD said, "I was so happy to see the community come out to support this event. Their involvement is crucial to the success of our Senior Nutrition Program and our After School Activities Program." Also crucial to the event were the 20 volunteers who worked so hard to insure its success. Finally, a very special thank you goes to the Ames Family for their generous contribution in donating, cleaning and preparing the crab. We couldn't have done it without you!

This event was coupled with the swearing in by Supervisor Lou Calcagno of your 2010 North Monterey County Chamber of Commerce Board Members. This year's board members are: Gary DeAmaral, President; Judy Burditt, Vice President; Shelia Rose, Secretary; David Delfino, Treasurer; Richard Aiello, Nancy Ausonio, John Barrientos, Diane Franciscovich, Polly Jimenez, Robert Mang, Sergio Montenegro, Ron Stefani, and Eric Tynan. Awards for 2009 were also presented. The recipients were: A & S Metals, Large Business of the Year; Prunedale Chevron, Small Business of the Year; Prunedale Senior Center, Non-Profit of the Year; Paula Jimenez, Citizen of the Year; and Michelle Pecci, Special Recognition. Congrats to all!

(by Diane Franciscovich)

***Prunedale Storage Now Offers Mail Box Rentals***

We have great news. Prunedale Storage located at 8305 Prunedale North Road is now offering mail box rentals. Rates are very reasonable with boxes being offered in three sizes: Small, Medium and Large. Small boxes rent for \$9.00 per month, Medium for \$14.00 per month, and Large for \$23.00 per month.



For further information, please contact either Debbie Berry, Office Manager, or Daniel Higuera at 663-3733. Or why not pay them a visit. They would be happy to give you a tour of their facility. Prunedale Storage also offers state-of-the-art storage units of varying sizes. Whether you need a small unit to store an overflow of your household items, or require RV storage, they are prepared to meet your needs.

***North County Recreation Center Is Now Preparing Barbequed Lunches***

The North County Recreation Center invites you to help them help your community by joining them for lunch. Proceeds from the lunches will benefit many of the programs offered at the center.

Lunches are available the first Wednesday of each month at a cost of \$8.00 and are served from 11:00 a.m. until 1:30 p.m. If you can't dine in, you can call ahead and reserve meals to go. Typical lunches consist of Tri Tip, Ribs or Chicken; all served with beans, salad, bread and a dessert. Orders of 10 or more can be delivered.

Dinners are also available, but you must call ahead to arrange for a late pick up. Evening meals must be picked up prior to 6:00 PM. And, again, for orders of 10 or more they offer free delivery.

The Rec. Center is located at 11261 Crane Street., Castroville. For additional information call them at 633-3084.

Why cook when you can enjoy a yummy BBQ at such a reasonable price?

***The North County Chamber  
Welcomes New Member,  
Fern Design Studio, LLC***

Fern Design is a graphic design & website service for small and medium businesses. Founders and designers, Renee Balducci and Francine Aguirre, have over 15 years experience in advertising, graphic design and corporate design identity/branding. They also freshen up or revive business marketing endeavors. They know that every business deserves to have beautiful and effective marketing materials they can be proud of.

Fern Design Studio is located at 407A Paradise Road in Prunedale. For additional information on how they can enhance your business, contact Renee Balducci at (831) 262-3326.

***HER Helmet Thursdays  
Discounts for Locals and Tourists  
Bicycling Monterey County***

Get a 10 –50% discount for cycling on Thursdays! **Why?** Be a partner in sustaining the ecology and economy. **H-E-R means what?** H=Hotels and other lodging. E=Entertainment venues and education attractions. R=Restaurants and other dining. **How?** At “H” places, options include bringing your own bike or renting a bike from any Monterey County rental shop. At “E” and “R” places, bike there; then walk in with your helmet in hand and mention HER Helmet Thursdays. Central Texas BBQ in Castroville has already signed up to become part of the “R” program. We anticipate other North County Restaurants to join in soon.

For additional information or to add your business call Mari Lynch at (831) 375-6278. Or visit us on line at <http://www.BicyclingMonterey.com>.

***UPCOMING EVENTS***

**Kick-off Mixer for North Monterey County Relay for Life**

**Thursday, March 25<sup>th</sup> between 5:00—7:00 PM**

**Cardinale Moving & Storage**

**11360 Commercial Parkway, Castroville, CA**

**Please RSVP to Roseann Orlebeck—[roseann@cardinalemoving.com](mailto:roseann@cardinalemoving.com)**

**Or Rosie Menacho—[Rosie.Menacho@cancer.org](mailto:Rosie.Menacho@cancer.org)**

**Castroville Rotary’s 5<sup>th</sup> Annual Bocce Ball Tournament**

**Saturday, March 27<sup>th</sup>**

**5:30 PM Registration—Tournament Starts at 6:00 PM SHARP!**

**Embassy Suites, Seaside, CA**

**For additional information contact Roseann Orlebeck at (831) 970-4105**

**51<sup>st</sup> Annual Castroville Artichoke Festival**

**“Thistle Be Fun!”**

**Saturday, May 15<sup>th</sup> and Sunday, May 16<sup>th</sup>**

**Located in the “Heart” of Castroville**

**For additional information contact (831) 633-2465**

**North Monterey County Relay for Life**

**Friday, July 9<sup>th</sup> and Saturday, July 10<sup>th</sup>**

**Castroville Elementary School**

**For additional information contact**

**Roseann Orlebeck at [roseann@cardnalemoving.com](mailto:roseann@cardnalemoving.com)**

**or**

**Rosie Menacho at [Rosie.menacho@cancer.org](mailto:Rosie.menacho@cancer.org)**