

Santa Barbara County Ag Promotion

September 15, 2009

Agricultural Commissioner William Gillette Communications Director William Boyer

Agriculture Awareness & Promotion Committee

- Joni Gray
 - Santa Barbara County Fourth District Supervisor
- Linda Williams
 - Fourth District Staff
- Kevin Merrill
 - Santa Barbara County Farm Bureau
- Steve Lavagnino
 - District Representative, U.S. Rep. Elton Gallegly
- William Boyer
 - County Communications Director
- William Gillette
 - County Agricultural Commissioner

Agriculture Awareness & Promotion Strategy

Coordinate Public Education and Information With:

- Educational Videos
- Participation by County Board of Supervisors
- Resolutions
- Special Events & Exhibits

Ag Video: Grapes & Wine Making November 2008

Karen Steinwachs, Buttonwood Winery



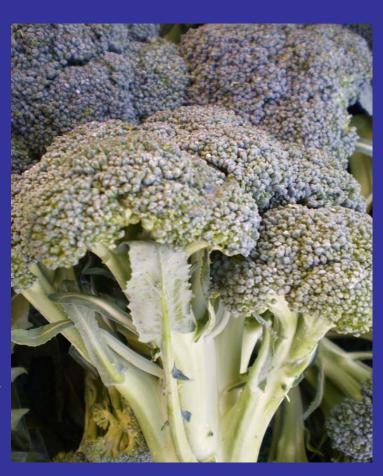
Ag Video: Nursery and Flowers December 2008

Lauris Rose, Cal Orchid Ed VanWingerden, Ever-bloom Nursery First District Supervisor Salud Carbajal



Ag Video: Broccoli March 2009

- Craig Reade
 - Betteravia Farms
- Richard Quandt,
 - -Grower/Shipper Assoc.
- Lupe Alvarez
 - Mayor, Guadalupe
- Fifth District Supervisor Joe Centeno



Ag Video: Lemons April 2009



- Ken Doty
- Sam Alfano
 - Goleta Valley Historical Society
- Kristen Amyx
 - Goleta Chamber of Commerce
- Second District Supervisor Janet Wolf

Ag Video: Cattle June 2009

- Jim Poett, Rancho San Julian
- Ernie Righetti
- Jerry Williams, Jr., Williams Ranch
- Third District Supervisor Doreen Farr



Ag Video: Strawberries August 2009

- Daren Gee, DB Specialty Farms
- Fourth District Supervisor Joni Gray



Ag Videos: County and State Fairs September 2009

- Santa Barbara County's 4H Youth
 & Our Future Farmers & Ranchers
- Santa Barbara Conference &

Visitors Bureau



Ag Videos Produced By County TV Channel 20 Staff

- Reporters
 - Dominique Blocker
 - –Josh Karl
 - -Lael Wageneck
- Station Manager
 - -Silvio Motto
- Executive Producer
 - -William Boyer





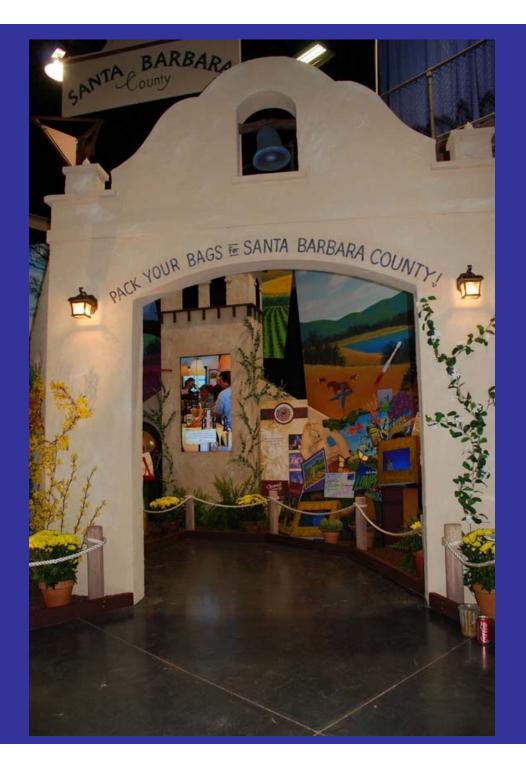
California State Fair 2009



Santa Barbara County Returns to State Fair After 10-year Absence



Exhibit
Promotes
County's
Ag &
Tourism
Industries



Collaborative
Project With
Santa Barbara
Conference &
Visitors Bureau







Exhibit Featured Hi-Def, BluRay "Best of Santa Barbara County" Film also on Display in the State Capitol Building

Results: Gold Ribbon for Overall Excellence Blue Ribbon **Best Marketing** Of All County Exhibits at **State Fair**



State Fair Exhibit Committee & Contributors

- Catherine Puccino
 - Santa Barbara Conference & Visitors Bureau and Film Commission
- Kathy Vreeland
 - **Buellton Visitors Bureau & Chamber of Commerce**
- Pat Kistler
 - Carpinteria Valley Chamber of Commerce
- Kristen Miller Amyx
 - **Goleta Valley Chamber of Commerce**
- •Gina Keough
 - Santa Maria Valley Chamber of Commerce & Visitor & Convention Bureau
- Mary Harris
 - Santa Ynez Valley Visitors Association
- Tracy Farhad
 - Solvang Conference & Visitors Bureau
- Richard Gomez
 - **Chumash Tribe**

State Fair Exhibit Back Home!

- We're "Green" & We Recycle
- Visit County's award-winning exhibit on First Floor of County Building
- Exhibit here through September 25



State Fair Exhibit Back Home!

Special Thanks to General Services Department for unloading & helping to re-create exhibit, especially:

Mike Snyder
Mike Johnson
Dave Rauch
Bob Clarke
Joe Sewell
Jack Williams
Scott Hosking

Ag Awareness

Reception in Board Conference

Room

Thanks!



