
FEBRUARY 7, 2008

NEXT WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on **February 14** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Beverly Hoey**, Estate Planning Attorney and dental consultant, **Dr. Endre Selmeczy**.

The Leader in the LEAD CHALLENGE is Optometrist, **Dr. Barry Winston** giving a lead to **Darlene Crane-Peel** of Residential Pacific Mortgage.

Mona Fox of Design Works will be giving her CLASSIFICATION.

NEW MEMBER:

Classification: Hair Salon
Firm: Roman Holiday Salon
Represented by: Mike & Sherry Wallace
4555 Hopyard Rd. #9 Pleasanton 94588
Phone: 463-5650
Brought to us by: Skip Hinsley, Girasole

Make sure you introduce yourself and make Mike & Sherri feel welcome. Simply giving them a lead would probably make them feel even more welcome!

Check out their services at www.RomanHolidaySalon.com.

DID YOU GIVE A REFERRAL THIS WEEK?

BOARD NOMINATIONS:

It's that time of year again... We are looking for anyone who would like to serve on the Board of

Directors. If you've been thinking about becoming a director, let Cristin know as soon as possible. Elections will be held at the first meeting in March.

GUEST SPEAKER:

Rick Pickering, Manager of the Alameda County Fairgrounds

History of the "Oldest one-mile track in America": In 1859, Don Refugio Bernal built the track on a portion of his 52,000 acre land grant. Upon his death, his sons Augustine and Antonio became the track's owners in the Hamlet of Alisal (now known as Pleasanton).

In 1877 the track was sold to Joseph Nevis, who then sold it to multimillionaire Australian horse breeder Monroe Salisbury in 1883. Salisbury operated the track as a stock farm and sold Pleasanton-grown hay to England at \$50 per ton as the best hay in the world.

In October of 1912 the first fair was held at the racetrack. A group of local farmers, ranchers, bankers and business leaders formed a non-profit organization and pledged their personal assets as collateral to fund the Annual Fair and Race Meet.

By 1941 the nonprofit Fair Association had purchased the first 100 acres of what is now the 268-acre Fairgrounds. The 10-day Fair & Race Meet of 1941 was touted by the Oakland Tribune as "Northern California's Largest County Fair". The San Francisco Chronicle dubbed Pleasanton as the "Birthplace of California Horse Racing".

The nonprofit Fair Association subsequently donated the property to the people of Alameda County in order to guarantee into the future that the people of this region would have a Fairgrounds and Racetrack. The County in turn contracts with the nonprofit Fair Association to

operate, manage and improve the Fairgrounds. No tax dollars are used to operate, maintain or build facilities at the Fairgrounds.

The Fairgrounds Today: The Fair Association continues to gain positive recognition to the region. It has received more industry awards over the past four years than any other Fair facility in the Western United States, including many international awards.

The Fair Association continues to provide a significant public benefit without receiving any tax support. As a nonprofit, the Fair Association has an annual operating budget in excess of \$18 million and an annual payroll in excess of \$8 million.

In 2002 KPMG performed an economic impact study and found that the Fairgrounds generates more than \$300 million of annual benefit to the regional community.

Interesting Facts:

- It is the 5th largest fair in California
- The Fairgrounds is the 2nd largest fair facility in year-round attendance
- Aside from the satellite wagering facility, the racetrack, the 9-hole golf course and the driving range, the Fairgrounds also has a 700-stall horse barn that is used to train thoroughbreds year-round, including 15% of the horses running at Bay Meadows and Golden Gate Fields.
- The manure is sold to Monterey mushroom growers
- It is the largest nonprofit generator of solar energy in the nation
- The Fairgrounds harvests over 7 tons of Walnuts each year
- It has its own lakes, wells and water treatment
- The Fairgrounds is designated as a regional Disaster Recovery Center by the State Office of Emergency Services.

Mission Statement: To assure the long-term viability of the Alameda County Fairgrounds, present an exceptional annual Fair, which

celebrates the heritage and diversity of Alameda County, and provide year-round opportunities for facility use.
