



Just a little out there.

## Marin's Convention & Visitors Bureau

April 2009

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### The MCVB Monthly Newsletter

The goal of the Marin Convention & Visitors Bureau is to keep you informed of local events, green businesses, travel trends and membership.



Have fun in Marin County!

The MCVB staff:  
Mark, Christine,  
Deborah, Gina and  
Anuschka



### MCVB Member of the Month

#### The Red and White Fleet

San Francisco's historic Red and White Fleet celebrates the 70th anniversary of the popular Golden Gate Bay Cruise, San Francisco's original sightseeing tradition which has introduced millions of visitors to the City by the Bay since 1939. Founded in 1892, the family-owned [Red and White Fleet](#) is legendary for its San Francisco Cruises. The company operates all cruise vessels on biodiesel and fuel-efficient engines as part of its commitment to sustainable tourism.

The cruise features San Francisco's only multilingual bay cruise narration, bringing to life San Francisco's colorful history and local culture



via state-of-the-art wireless headphones. The audio is available to guests at no extra charge in 12 language choices: English, German, French, Spanish, Korean, Portuguese, Mandarin Chinese and Japanese. New language additions for the 2009 season include *Hindi, Italian, Thai and Russian*. The Red and White Fleet has been a member of the MCVB since October 2006.

## **Event Highlights for April**

### **Stewart Ranch Family Day**

**Saturday, April 4th from 3:00 to 5:00pm**

Stewart Ranch is located at 8497 Hwy One, 1.2 miles south of Olema. Bring the kids to meet ten-year old dairyman Stewart Campbell as he milks his two Jersey cows at the family's ranch. Make butter and drink hot chocolate made with fresh milk. Tour the ranch and feed organic chickens, hunt for eggs, and pet the horses. Bring water, extra clothing in case others get dirty and wet. Pre-registration is required through [MALT](#).

### **Fairfax Documentary Film Fest**

**Sunday, April 5th**



The Fairfax Doc Fest began screening the work of documentary filmmakers in 1999. It is held each year at the Fairfax Theater on Broadway in downtown Fairfax. April 5th at 4:00pm is the "Screening and Results of the Fairfax Doc Fest Challenge '09". Filmmakers of all levels of experience took the challenge to make a four minute documentary about Fairfax in 48 hours. For more details, check out [www.fairfaxdocfest.org](http://www.fairfaxdocfest.org)

### **Falkirk's Mad Hatter's Tea Party**

**Saturday and Sunday, April 18 & 19**

**Two Sitzings at 2:00pm and 3:00pm**

Make a date for tea with Alice, the March Hare, Door Mouse and Mad Hatter for a decidedly unique and unorthodox tea complete with tea sandwiches, hot chocolate, and desserts. Enjoy the theatrical company of characters in original costumes from the Stark Ravens Historical Players, as they entertain and cause smiles and giggles in Falkirk's elegant Victorian setting. This event sells out so please make your reservations early! [Reservations](#) required by calling 485-3333.

*If you are a member of the MCVB, please continue to send us any event you would like to have listed on our [Event Calendar](#) web page. We will highlight a few county events each month in this section.*

## **Earth Day Activities in Marin**

### **Earth Day Restoration Work Day**

Saturday, April 18 from 9:00am to 11:00am

Richardson Audubon Society  
376 Greenwood Beach Rd., Tiburon

Celebrate Earth Day by bringing your family and friends for a morning of restoration and clean-up at the Richardson Bay Audubon Center & Sanctuary. We may be removing trash, invasive plants, helping with restoration projects, or improving trails. Appropriate for young children. RSVP: 388-2524.

For more information call 388-2524 and visit their website for directions at [www.richardsonbay.audubon.org](http://www.richardsonbay.audubon.org)

### **The Marin History Museum Earth Day Event**

"Growing The Future:"Farming Families of Marin: [Marin History](#)

Monday, April 20, 11:00am to 4:00pm

Getting 'down to earth' in 2009 with a new exhibition celebrating the history and heritage of farm fresh food cultivated in Marin's fertile lands.

### **Earth Day San Rafael**

Saturday, April 25 beginning at 9:00am

[www.sanrafaelvolunteers.org](http://www.sanrafaelvolunteers.org)

At Pickleweed Park and McInnis Park in San Rafael, learn about the environment, enjoy some music and food, volunteer for a cleanup and celebrate Life on Earth in a multi-lingual environment. Lunch and activities will be held from noon - 2pm at the Pickleweed Community Center. Bike, walk, take the bus, carpool or skate to the event - the Earth will thank you. This is a zero-waste event. Pickleweed Park is located at



### **Earth Day Restoration and Cleanup**

Saturday, April 25, 9:00am to 1:00pm

The California State Parks Foundation developed its program to engage Californians of all ages and demographics in environmental improvement projects in their communities. It is also an opportunity to educate people about behaviors that will help sustain our planet for future generations. To find project locations in Marin County, visit [California State Parks Foundation](#).

### **The MCVB Launches New Website**

**[www.visitMarin.org](http://www.visitMarin.org) is LIVE!**



We are pleased to announce the new Marin CVB website is officially "LIVE".

Our main objective is to welcome [Visitors & Residents](#) to explore Marin County, and to use the site as a daily resource tool.

Highlights include a dedicated [Member and Partner](#) section, a state-of-the-art [Calendar of Events](#), [Coupon](#) and [Package](#) discounts, [Wedding](#) and [Event Planning](#) page, [Press Room](#) and [Newsletter Archive](#).

We encourage your friends, colleagues, clients and family members to check out our new information and to discover all that Marin County has to offer!

**Meeting Professionals International Northern California Chapter  
21st Annual MPINCC Trade Show and Conference**

On February 24th, 2009, the MPINCC Trade Show and Conference was held in San Francisco at the Moscone Center. At this conference, Marin County, through the Marin Convention & Visitors Bureau, showed its strong presence among many prominent Northern and Southern California convention and visitors bureaus. The booth was beautifully decorated and strategically located at the exhibit hall.

This year's theme was "Connections through Collaboration". The event provided the hospitality industry, meeting planners and vendors a venue and opportunity to connect, network and highlight their respective products. In today's economic environment this is a great marketing tool which can "lay the groundwork for future and mutual business collaborations".

As participants to this trade show and conference, we were also able to participate in excellent educational workshop sessions, and networking during the Northern California Wine Tasting Reception.

Many thanks to the Marin CVB for their efforts and support.

*Marlene Merino  
Senior Sales Manager  
Reneson Hotels of Marin  
B.W. Corte Madera Inn*



Pictured left to right is Judy Sommers, Four Points by Sheraton and Judy Gilmore, Marin Collection JdV Hotels.

**Our Mission:** *To develop a sustainable visitor base to Marin County, enhance the local economies, and protect the natural resources through responsible promotion.*

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