

Marin, just a little out there



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⇨ FORWARD TO
A FRIEND

The Marin Convention & Visitors Bureau December Newsletter

Happy Holidays and Seasons Greetings to all our members and partners who have been supportive of our continued presence in Marin County~ Please remember to stop by during our **Holiday Open House** on Thursday, December 3rd from 3:00 to 7:00pm to say hello and drop off a donated canned food item for the **Marin Community Food Bank** barrel!



Have fun in Marin County!

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

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Every issue of our newsletter is also posted on our website, www.visitMarin.org



Member of the Month



Judith Love Pietromartire is an award winning photographer with over 16 years experience photographing portraits and events. She specializes in capturing the spirit of the moment and designing images that fit you personally.

Her passion for the art of her photography and her genuine and unobtrusive manner allows her to capture your most beautiful and meaningful moments. Judith photographs a wide range of special events and occasions, from all of life's major milestones.

Judith Love Photography offers the following packages:

- **Studio head shots**
- **Hourly portrait sessions - studio, location, your home - you can choose to include family, friends, four-legged and or two legged friends.**
- **Wedding and event photography can be customized to fit your needs.**
- **Documentary Journey of a Life Passage - proposal, pregnancy, day of a birth, journey of illness - funeral and memorial.**

A High resolution CD of all images and negatives are included in all packages.

In addition, Judith is offering a holiday special on our [coupon web page](#) for seasonal portraits.



[Judith Pietromartire Photography](#) has been a member of the MCVB since September 2007



The Nature of Marin **by Mike Bates** **Point Bonita Lighthouse**

The trip to Point Bonita is like the road to Hana - "it's the journey not the destination."



To start your journey from the North, take Hwy 101 southbound. As one emerges from the Waldo tunnel, the view of the City and Golden Gate Bridge is always breathtaking. Whether being bathed by fog or glistening by the Bay, it is always a sight to behold.

Stay in the right lane and get off at the second Sausalito exit, **JUST** before the Golden Gate Bridge. Turn left onto Alexander Avenue which immediately becomes Conzelman Road.

As you curve along the Marin Headlands, take your time to enjoy the changing views while being cautious of the numerous cyclists of varying experience. There are many potential stops along the way but I prefer to drive out of the tourist throng.

For me, the drive transcends to the next level when the one-way road begins just past Hawk Hill. Drive slowly down the hill. On a clear day you can see the lighthouse and miles beyond. My first stop is always the Rathbone-McIndoe Battery. It is about a half mile past Hawk Hill on the left. The view of the entire area is perfect from this point. It is also a fine place to be married. On your right, weather providing, one can easily see the Point Bonita Lighthouse at the tip of the Headlands.



Continue along the one-way as Conzelman Road turns into Field Road. Turn left onto Fort Barry Road at the YMCA. There is signage and parking for the lighthouse. The Point Bonita Lighthouse is a half-mile trail that is steep in parts. It is an easy stroll there but difficult back for non-hikers.

There is only one way to the lighthouse and that is through a tunnel at the halfway point. It is open only during visiting hours which is limited to Saturdays, Sundays & Mondays 12:30 pm to 3:30 pm. Point Bonita Light House is the Southwest tip of Marin County and is still an active

lighthouse. The Coast Guard continues to maintain the light and fog signal, and it is part of the Golden Gate National Recreation Area.

In addition to the lighthouse and stunning views, the best part of visiting is crossing the 1954 suspension bridge built over the sea-foamed chasm and which is designed to approximate the style of the Golden Gate Bridge.

After puffing back up the hill toward your car or bike, take Fort Barry Road which becomes Field Road. A quarter mile or so on your left is the Marin Headlands Visitor Center, a fun stop with a soulful gift shop.



Continuing on, Field Road tees into Bunker Road. If you turn left it takes you around Rodeo Lagoon to the Marin Mammal Center, Fort Cronkhite and Rodeo Beach, all wonderful stops. The turn to the right is the exit through the Baker-Barry Tunnel.

For more information contact the Marin Headlands Visitor Center (415) 331-1540



Mike Bates of Ad-Infin-Item Inc ., works with premier suppliers, and is dedicated to providing top quality promotional products to help ensure the success of businesses. you are welcome to email him at mike@adinfiniteminc.com or call 415.459.1146 for additional information.



Marin CVB Hosts Meeting Planners FAM Tour of Marin County



On the weekend of November 13th the Marin CVB played host to a group of corporate, special event, government, and independent meeting planners. Each planner was treated to a two night stay at one the following hotels: [Embassy Suites](#), [Inn Marin](#) and [The Lodge at Tiburon](#). The first night began with a wonderful welcome reception hosted at the Inn Marin. The following day started with a tour through West Marin. The group participated in activities such as kayaking

with [Blue Waters Kayaking](#), horseback riding at [Five Brooks Ranch](#) and a personal tour of [Cowgirl Creamery](#) in Pt. Reyes Station. The MCVB then hosted the group to a special lunch at the [Station House Café](#) in Pt. Reyes. The FAM Tour then finished the day off with a fantastic dinner at Embassy Suites in San Rafael. All of the transportation needs were provided by the [Marin Airporter](#), Inn Marin shuttle and the Embassy Suites shuttle. Each meeting planner and guest received a welcome bag upon their arrival in which many of the MCVB hotels contributed items representing each of their properties. The group really enjoyed their visit to Marin County and were very impressed with all the wonderful activities and lodging options here in our beautiful county.



We would like to give a big thank you to all the MCVB partners who participated in our Marin County FAM Tour. We could not have done this special event without all of your help.

Christine Bohlke is the MCVB's Sales and Marketing Director. An excellent job was done by her and we appreciate all the time and effort she put into organizing this successful event.



Winter Special Events: Celebrating *Life on the Edge* January 16 - 24, 2010

Presented by the National Park Service

Point Reyes National Seashore is partnering with the West Marin Chamber of Commerce, West Marin Visitors Bureau, Cordell Bank National Marine Sanctuary and Point Reyes National Seashore Association to bring to you the first of our Special Events Weeks in the winter of 2010. We invite you to come visit Point Reyes National Seashore this winter to see and experience our majestic winter wildlife and maritime heritage! Winter Special Events: *Life on the Edge* has a special seasonal focus on our marine wildlife and other ocean topics. Activities include field trips, slideshows, films, talks, volunteer field events, and many more! The special events hosted by local businesses include special dinners paired with discussions and films by local experts, as well as a kayak tour of Giacomini Wetlands.

For more information, view the [National Park Service Brochure](#).

Jump-start the Holidays this Weekend:

Friday, December 4th beginning at 5:30pm: *A Storybook Holiday Festival*. Location is on Main Street from the fountain to end of Historic Upper Ark Row in Tiburon.

Saturday, December 5th from 10:00 to 4:00pm: *Novato Holiday Crafts Fair* at the Margaret Todd Senior Center located at 1560 Hill Road in Novato.

Saturday, December 5th from 5:00 pm to 7:00 pm: *Holiday Tree Lighting Ceremony* in downtown San Anselmo. Santa will be there at 5:00pm sharp!

Saturday and Sunday, December 5th and 6th from 10:00 to 4:00: *Landmarks Arts & Crafts Show* at The Cottage located at the Art & Garden Center, 841 Tiburon Boulevard in Tiburon.



Green Meetings in Marin by Kris Hillard

PART TWO

In last month's article about Green Meetings- Making it Real , held at the Inn Marin on October 7th we discussed some of the big picture tips given by our panel of industry experts. This month we are featuring more specific tips. The panelist agreed it is in making changes to the small details that you can have the most impact on the planet as well as your company's bottom line.

Among the small changes you can make are:

- Plan fewer meal breaks. As pointed out by panelist Stephen Silva Chef/Partner of Melons Catering, "Do we really need to feed meeting attendees three meals and two snack breaks in an eight hour day?" He continues, "By eliminating one or both snacks or modifying the meals, not only are we reducing calories, but waste."
- Cut back on transportation or number of pick up and drop off points and suggest that attendees walk off some of those (aforementioned) calories. "Not only does cutting back on the transportation cut down our carbon footprint, but it also reduces costs," says Sue Klick Sr. Corporate Meeting Manager for Medtronic
- Use cardboard based signage rather than form core and reduce the amount of signage
- If you must use disposable products to serve meals, make them compostable
- In order to accommodate the reduction in transportation, develop walking routes for convention attendees, especially in cities like San Francisco.
- Provide incentives like miles or rewards instead of gifts and "tchotchkes." If you feel the need to give a "tchotchkes" make sure they are green.
- Whether it's food choices or table settings, really discuss options with vendors so that you can make the most educated choices about how to lessen impact on the environment.
- As far as products, request or provide natural fabrics that have been washed in non-chemical solutions such as bamboo goods because of the sustainability, eco flames instead of sterno for heating food, rented furnishings and linens, which are continuously reused and recycled.
- Select meetings venue's that are certified green by a third party
- Use tele-technology to reduce carbon footprint.

In conclusion regardless of the size of your business you can make a green impact by following the green mantra of reuse, reduce and recycle. Let your suppliers and vendors know that making your event sustainable is a priority for your company and challenge them to bring you greener products if they want your business.



Kris Hillard, Director of Sales at the [Inn Marin](#), has been with the Inn for 10 years. She is an active volunteer for the Novato Chamber of Commerce, Meeting Professionals International and Guide Dogs for the Blind.

