

Marin, just a little out there



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A FRIEND

## Member of the Month March 2011 Ace Printing and Conference Center



**Ace Printing & Mailing Services is a full-service business communications company at your disposal. They provide a wide range of services from black & white and color copying, to professional graphic design and customized printing and mailing services. Having all of the services that you need under one roof allows them to offer cost-effective graphic design, printing and mailing services with personalized oversight of quality for any project. Their considerable experience allows them to work seamlessly with you as your strategic partner to achieve your desired results.**

**In addition to being a full-service printing organization, Ace Printing provides corporate event space. The Ace Conference Room is conveniently located in the heart of Marin County, with easy freeway access to both Highways 580 and 101, making it an easy trip from Northern and Southern Marin as well as the East Bay. The 1000 square feet of event space can accommodate up to 60 people seated and up to 100 people theater-style. It is equipped with all modern audio and video equipment and wireless internet for use during an event. Use of the equipment is included in the rental fee. Catering is available, and for those who would prefer to bring their own, there is a commercial on-site kitchenette available for use.**



**Ace Printing went green way back in September of**



**2003, before the green revolution. They replaced toxic oil-based inks with soy-based alternatives, began recycling and earth-safe disposal, and installed energy-efficient lighting in their full-service printing and mailing facilities. Four years later, Ace passed the Bay Area Green Business**

**Certification for Marin County with flying colors. They are always looking for new ways to be green, such as offering copying services on recycled paper.**

**1925 E. Francisco Blvd #15 San Rafael, CA, 94901  
415.460.2800**

**[www.acepms.com](http://www.acepms.com)  
[info@acepms.com](mailto:info@acepms.com)**

*Ace Printing has been a member of the MCVB since August of 2008*



## Event Highlights for March 2011

### **Annual St. Patrick's Day Festival and BBQ Sunday, March 13th at the Dance Palace in Pt. Reyes Station**



The annual festival and barbecue is held indoors from 10:00a.m. to 5:00p.m., rain or shine. Stay for their famous barbecued chicken dinner which includes pasta, salad, roll, ice cream, and beverage. There are games, booths, homemade baked goodies, wine, beer, other refreshments, and lots of family fun. Come enjoy a great afternoon of good food and fun. It's a West Marin tradition. The Dance Palace is located at 503 B Street in Point Reyes Station. For more information call 415-663-1075 or visit their website at [www.dancepalace.org](http://www.dancepalace.org).

### **16th Annual Fairfax Brewfest Saturday, March 19th at the Fairfax Pavilion**

The 2011 Fairfax Brewfest, presented by Iron Springs Pub & Brewery and the Fairfax Chamber Of Commerce, brings you a day of great beer, music, food and friends! Taste the brews ... and meet the brewers who make these amazing libations during this annual rite of Spring in Fairfax! Gates open at 12 noon and the Beer Tasting starts at 1:00p.m. The day's event wraps up at 5:00p.m. This is the first beer event of the season with 17 fine brewers pouring their own beers, answering questions, and sharing good times! Free valet bike parking will be provided by the Marin County Bicycle Coalition. For the beer lineup and location, visit [www.fairfaxbrewfest.com](http://www.fairfaxbrewfest.com).



### **An Evening with Michael Pollan at 8:00pm Thursday, March 24th at the Marin Center**

For the past 20 years, Michael Pollan has been writing books and articles about the places where the human and natural worlds intersect: food, agriculture, gardens, drugs, and architecture. He is the author, most recently, of *Food Rules: An Eater's Manual* and *In Defense of Food: An Eater's Manifesto*.



In this inspiring multimedia presentation, Pollan connects the dots between food and health (personal as well as environmental), and introduces us to some of the visionaries who are "resolarizing" the food system. The Sun Food Agenda - involving change at the level of the farm, the marketplace and the



culture - promises to improve our health, cut our dependence on fossil fuel, and help solve the climate crisis. For more details visit the [Marin Center](#) website.

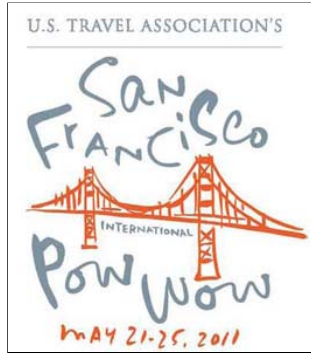
*If you are a member/partner of the MCVB, please continue to send us any event you would like to have listed on our [Event Calendar](#)*



## Marin CVB Steps Forward in 2011

### MCVB Will Participate in USTA 2011 Pow Wow

The industry trade show that sells America to international tour operators and press will be held at the Moscone Center in San Francisco on May 21st to 25th. The U.S. Travel Association (USTA) said that International Pow Wow registrations are 40 percent ahead of where they were at this time last year, when Pow Wow was held in Orlando, Florida. Pow Wow in San Francisco could be the first International Pow Wow to sell out in a few years, and the Marin Convention & Visitors Bureau will be there in attendance for the first time ever.



The U.S. Travel Association, which hosts International Pow Wow in a different U.S. city each year, has said that the five days of meetings, parties and negotiations result in \$3.5 billion in future travel to the United States. San Francisco is expected to reap \$350 million in additional economic impact over the next three years thanks to Pow Wow, and there will be overflow into neighboring counties. San Francisco is lucky in the timing of this Pow Wow, since the operators who attend are putting together travel programs for 2012 and 2013, when the world economy is expected to be stronger. In addition, there is the America's Cup, which is one more international event that San Francisco Travel is using to sell the city. That will peak with yacht racing in the summer and fall of 2013, and the Marin CVB is already

planning on capturing those interests and bringing them here to Marin!

### Marin's New Podcast is available to the General Public

We are excited to announce our new, weekly Marin Podcast featuring fun "happenings" in Marin County. The MCVB will provide subscribers information on things to do, events, and interesting facts about our county. Please use this opportunity to stay updated and sign up for our "Marin Podcast". Listen to us here: [marincvb/Site/Marin\\_Podcast/Marin\\_Podcast.html](#).



### Official Marin Visitors Guide is Now Available



The Marin Convention & Visitors Bureau is pleased to announce their new, first ever Marin County's Official Visitors and Meeting Planners Guide. It showcases all participating hotels and meeting space in Marin County, as well as a variety of resources that are perfect tips for anyone exploring what Marin has to offer for both visitors and residents.

These visitor guides will be available to all who stop by our office, as well as to all visitor inquiries from our online and print resources. In addition, we welcome all Marin CVB members to contact Gina Marr, Membership Director, at

415-925-2060 x14 or via [email](#) to ask for a supply request. You will be able to set up options to pick up or have a personal delivery, so that members can distribute the Visitors Guide from their own place of business.

### Green Certification Program for Greening Marin Hotels

The Marin Convention & Visitors Bureau has been charged with greening Marin County lodging and hotels with the goal of increasing the number of Certified Green lodging properties in Marin County by fifty percent within three years. This process will include identifying non-green lodging properties and conducting site assessments to determine certification criteria, working with both the County and State green certification programs, and providing the non-green lodging properties specialized resources to assist them with the green certification process. To further promote the green initiative, the MCVB will dedicate a website page within [www.visitMarin.org](http://www.visitMarin.org) for all existing and new members and partners.



*If you are interested in becoming a green certified property, please call the MCVB for assistance at 415-925-2060.*

## First Annual CTTC Restaurant Week in Marin



The Marin CVB began its first year celebrating California Restaurant Month this past January 2011 with Marin County Restaurant Week. It was designed to thank the people of Marin for their patronage of local restaurants, and to spotlight Marin as a dining destination. The annual event is paired in conjunction with the California Travel and Tourism Commission (CTTC). Prices for the three-course dinners for the week of January 13th began at \$14 per person. We hope to gain more interest and participation in 2012 so that people will be able to explore more of Marin's culinary delights.

## Marin CVB Attended the California Society of Association Executives Seasonal Spectacular Education, Luncheon and Tradeshow

This past December 2010, the MCVB attended the CalSAE Seasonal Spectacular in Sacramento. Once a year, more than 1,000 association professionals and industry suppliers come together for the seasonal event. This is the largest association industry tradeshow on the West Coast. As with last year, Marin County was very well received from all the meeting planners. On display for the first time this year were the new MCVB tradeshow banner posters which represent many parts of Marin County. We want to extend a big thank you to the hoteliers who attended the show and participated at the MCVB tradeshow booth: Kris Hillard from the Inn Marin in Novato, Shannon Harrison from the Sheraton Four Points in San Rafael, and Judy Gilmore from Joie de Vivre Hotels/Marin Collection Mill Valley and Tiburon.



## Did You Know...?

The County of Marin, and more specifically, Charles McGlashan, is now on board for the transition from plastic to paper bags in unincorporated Marin grocery stores. At the Marin Board of Supervisors meeting last month, plastic bags were outlawed at grocery store checkout counters in unincorporated Marin cities amid a standing ovation from environmental advocates.

The ban will not take effect until January 2012. The year-long wait will allow local markets to adjust to bag-free service, as well as give cities a chance to impose similar bans of their own. Using paper bags made from recycle materials will run customers a nickel each.

Statewide, 19 billion plastic bags are used each year, and it costs \$25 million to clean up those bags, since less than five percent of them are recycled.



## A Little Bit of Marin Agriculture Trivia~

\*Approximately 167,000 acres in Marin are farms or ranches. This amounts to 50 percent of the land in Marin.



\*Agriculture in Marin contributes over \$49 million annually to the local economy, with milk production dominating at 55 percent.

\*Of the 276 agricultural operations in Marin, 72 are considered large farms (annual gross income of \$100,000 or more), and 204 are considered small or mini-farms (annual gross income

of less than \$100,000).

\*The average size of a farm in Marin is 588 acres, and the majority are third and fourth generation family-owned operations.

## Travel Trends

### **Vacation groups that span three generations are growing**

Grandparents are traveling with their families more, and they're attracting cruise lines, hotels and theme parks eager for their growing business.

At least five million family vacations a year in the United States span three generations, with grandparents often paying the bill, the U.S. Travel Industry Association has estimated.

Experts call *multigenerational* travel a hot trend. Last year, 32 percent of U.S. grandparents who took vacations took a trip with their grandchildren, up from 22 percent in 2007. And the number is expected to grow as the U.S. population ages, according to travel guru Peter Yesawich.



New technologies and a tight economy are spurring the trend. As U.S. parents work more, fielding e-mails at night and weekends to keep their jobs, they often look to vacations as a surrogate for family time. U.S. grandparents also are more active than generations past: more accustomed to travel, more physically fit

and more able to afford vacations. Many see their children struggling in two-income households to meet rising costs, when they recall days with greater job security, said family travel specialist Suzanne Rowan Kelleher, who leads [WeJustGotBack.com](http://WeJustGotBack.com).

Travel companies are reaching out to lure the multigenerational business. Cruises are especially active in marketing, emphasizing activities for all ages, meals included, a preset package price and group discounts. All-inclusive resorts and vacation rentals also are luring the groups of all budgets.

Yesawich said that to tap the trend, more businesses should take a marketing cue from cruises and all-inclusives. Traditional hotels could offer "multiunit pricing," in which each additional room costs less to encourage larger groups, and they could design programs to let young children eat and drink free.

*Published by Doreen Hemlock with the Sun Sentinel  
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## The Marin Convention & Visitors Bureau March 2011 Newsletter

Many thanks to all our members and partners who have been supportive of our continued presence in Marin County. We are prepared to better serve you, now and into the future.

### Have fun in Marin County!

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



Listen to our weekly podcasts at [Marin Podcast](#)

Every issue of our newsletter is posted on our website at [www.visitMarin.org](http://www.visitMarin.org)



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