

# HEALDSBURG JAZZ FESTIVAL



GEORGE B. WELLS PHOTOGRAPHY





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

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### To Our Supporters:

Sonoma wine country, dedicated to preserving jazz as an American art form. Now entering its twelfth year the HJF has been heralded by the San Francisco Chronicle "as probably the best small jazz festival in the country, if not the world." The prestigious festival, located approximately 50 miles north of San Francisco, is noted for hosting internationally acclaimed jazz musicians, as well as showcasing some of northern California's preeminent jazz performers. Tucked into the idyllic and intimate settings of wine country's Dry Creek Valley, performances are scattered about the chic city of Healdsburg and the surrounding environs as hotel lobbies, wineries, restaurants, local theaters, and parks open their doors to celebrate jazz.

In addition to producing one of the top jazz festivals in the world, the HJF is responsible for raising funds in support of its Music Education Programs benefiting students and adults in northern California. *Operation Jazz Band* and the *Healdsburg High School Jazz Band* are excellent examples of how the HJF enriches the community. These critical programs bring music education programs to elementary, middle, and high school students in the weeks and months before the annual Festival takes place. Thus far, more than 8,000 students in Healdsburg schools and the surrounding community have been exposed to jazz, its origins, its celebrities and sounds.

As you may be aware, donors are the cornerstone of our ongoing fundraising efforts. While we know there are many demands on your generosity, it is our hope that you will take time to review the enclosed sponsorship/patron material and consider our request for your support by contributing generously. There are several ways in which you can become a lead donor for our 2010 festival and education programs:

- Become a Sponsor or Patron
- Host a Fundraising/Promotional Event to Increase Our Donor Base
- Donate Venue Space for Festival Performances
- Give In-Kind Donations such as Wine and Hospitality for Our Performers and events

All donations, sponsorships and patronage are tax-deductible. For more information visit our website at [www.healdsburgjazzfestival.org](http://www.healdsburgjazzfestival.org). Please make checks payable to the Healdsburg Jazz Festival. Our taxpayer ID is 71-0910474. For more information contact Maggy Howe at [development@healdsburgjazzfestival.org](mailto:development@healdsburgjazzfestival.org).

Thank you for time and consideration.

Sincerely,

Maggy Howe  
Director of Development,

Patricia Templin  
HJF Member, Board of Directors

# **HEALDSBURG JAZZ FESTIVAL**

## **ABOUT HJF MUSIC EDUCATION PROGRAMS**

More than 8,000 students have been reached through HJF programs including Operation Jazz Band which teaches fifth graders fundamentals of a jazz band. The different parts of the band are introduced and explored during a one week program that brings world renowned jazz musicians into the classroom. After school workshops that teach percussion, song and dance to children 5 to 15 years of age are also part of the program with workshops for the Healdsburg High School Band providing them with the opportunity to perform in various local venues throughout the year. Additionally, the HJF Music Education Programs provide students scholarships for private music instruction and purchases instruments for students in need.

To augment our efforts to foster appreciation of the jazz art form among young people, Healdsburg Jazz Festival headliners often arrive prior to the festival, or stay a few days after, to visit and perform in local schools. Past participants include Billy Higgins, Charles Lloyd, Delfeayo Marsalis, John Abercrombie, Julian Lage, Chico Freeman, Billy Hart, Herlan Riley, George Coleman, and Harold Mabern.

### **TACUMA KING**

Each spring the inspirational African drum and dance master Tacuma King, who has been part of the HJF since it was founded in 1999, presents his brilliant six-week Percussion, Song, and Dance Workshops for school children. King reviews the historically rich cultural influences that have been the catalyst for the progression of jazz. From jazz's beginnings in Africa, to its assimilation into the Caribbean and South American cultures, through its impact on current American culture and music, King introduces students to jazz and its history through lecture, performance and participation. Many students attend the assembly, then sign up for an after-school workshop with Tacuma. The classes are designed for ages 6-9 and ages 10-14; each class is 90 minutes long, and the program runs in six sessions, from May to June.

### **OPERATION JAZZ BAND**

Professional musicians, led by Bay Area percussionist and educator Babatunde Lea, spend an intense week in six different area schools. Two troupes of musicians each visit three schools a day for consecutive days each spring, and all meet up at the Raven Theater for a fifth day of combined performance and engagement. Beginning with percussion and continuing through rhythm, melody and vocals, every fifth grade student in the area learns about the history and fundamentals of jazz.

The week ends with more than 500 students attending a concert with their new musician friends. In addition to "tying it all together" for each group of students, the concert brings schools – public and private – from all over the community together for a joyous celebration of music. The students have newly-educated ears for jazz, they've learned how to listen to music in a new way, and the roar of sound when their musician-teachers take the stage is astonishing! The concert reviews everything they've learned, and the children sing, clap hands and call out on cue. By the end of the concert, the students are chanting "I . . . LOVE . . . JAZZ!"

# HEALDSBURG JAZZ FESTIVAL

## ABOUT HJF MUSIC EDUCATION PROGRAMS (CONTINUED)

### OAKTOWN JAZZ WORKSHOP

Each year, the Healdsburg Jazz Festival brings Khalil Shaheed and the Oaktown Jazz Workshop to work with Healdsburg High School jazz players on musicianship and improvisation. The Oaktown Jazz Workshop musicians are the elite of Bay Area jazz musicians, coming here each year because they believe in the festival's mission to support and educate young jazz players.

A significant aspect of the Oaktown experience is the one-on-one mentoring that Healdsburg High students receive from professional musicians. For a young jazz musician, this is the real deal! In addition, Shaheed and HHS music teacher Randy Masselink will prepare the students for the a June performance at a Healdsburg Jazz Festival concert at the Raven Theater.

“These are experiences that are invaluable as a teaching and motivational tools and they also allow the kids to meet these people personally and get to know them in a much more realistic way than just watching them perform somewhere. The musicians have so much good advice, and are typically great role models for the kids, so the workshops become highlights of the school year. These are experiences that really stick with the kids and mean something to them,” says Masselink.



# **SPONSOR BENEFITS**

## **MEDIA IMPRESSIONS**

The estimated value of anticipated media impressions for the 12<sup>th</sup> Annual Healdsburg Jazz Festival for our esteemed sponsors is \$65,000-\$75,000. This valuation represents the combined impact of publicity and editorial coverage from print, broadcast, and Internet media.

Festival sponsors will be acknowledged with a highly-visible, promotional credit line in over 1,000 press mailings, including press kits, press releases, public service announcements, community calendar listings, electronic media press kits, as well as, Internet postings to the local, regional, and international media building awareness for you and your organization.

## **ATTENDANCE**

Approximately 5,000 people from Wine Country, the Bay Area, as well as national and international visitors attend the festival annually. Nearly 50% of those attending our intimate concerts come from beyond a 50-mile radius. Their festival experience is enhanced by the local élan that lends a European feel to Healdsburg, with farm-to-table fresh fine dining, celebrity chefs, unique clothing boutiques, world-renowned wineries, charming hotels and B & B's, and the natural beauty of Sonoma County.

According to recent surveys by *National Public Radio* and *Jazz Alliance International*, jazz audiences are distinguished by their commitment to education and professional success. Overall jazz listeners tend to be choice consumers, business leaders, and people of affluence and influence in their respected communities.

The HJF upscale audience is representative of the outstanding sponsorship opportunities in one of the world's leading tourist destinations. Our high profile, diverse event is dedicated to bringing uncompromised musical entertainment and exceptional networking opportunities within an intimate and relaxed environment.

## **ACCESS**

Sponsors will have access to all events, artists, and board members throughout the festival receiving VIP tickets and invited to the benefactor dinner. These events provide excellent networking opportunities, as well as, unique entertainment opportunities for existing and potential clients.

## **JAZZ TASTINGS**

Those organizations with a venue suitable for hosting a live performance can gain the added benefit of gaining direct access to attendees through our *Jazz Tastings* ( see *Jazz Tastings* ) series. Hosting a jazz performance at own venue introduces our attendees to your operation and gives you the opportunity to create a memorable experience that you and your organization will be associated with for many years to come.

Added benefit allowing wineries to gain direct contact to affluent jazz fans at their wineries, affording the opportunity to not only establish relationships with these affluent consumers, but provide a memorable experience to them in the setting of their choice.



## HJF 2010 SPONSORSHIP OPPORTUNITIES

### **PRESENTING SPONSOR**

**\$100,000**

Naming recognition in title for 2010 festival  
Opportunity to give short speech at opening and closing of premier performance  
20 VIP tickets to all events  
6 tickets to pre-festival benefactor dinner  
Two full pages of prominently placed logo/text recognition in HJF program  
Prominently placed name/ logo placement in HJF advertisements  
Prominent acknowledgement and link on HJF website  
Signage at all events

### **FESTIVAL SPONSOR**

**\$50,000**

Naming recognition status for all principle performance events  
15 VIP tickets to all events  
4 tickets for pre-festival benefactor dinner  
One full page prominently placed logo/text in HJF program  
Prominently placed name/ logo placement in HJF advertisements  
Prominent acknowledgement and link on HJF website  
Signage at all events  
Publicly thanked at all events

### **PLATINUM SPONSOR**

**\$25,000**

Naming recognition for one principle performance events  
10 VIP tickets to all events  
2 tickets to pre-festival benefactor dinner  
Half page prominently placed logo/text in HJF program  
Name / logo placement in HJF advertisements  
Prominent acknowledgement and link on HJF website  
Signage at all events  
Publicly thanked at all events

### **GOLD SPONSOR**

**\$10,000**

Naming recognition for one secondary performance events  
6 VIP tickets to all events  
2 tickets to pre-festival benefactor dinner  
Quarter page prominently placed logo/text in HJF program  
Name / logo placement in HJF advertisements  
Prominent acknowledgement and link on HJF website  
Signage at all events

### **SILVER SPONSOR**

**\$5,000**

4 VIP tickets to all events  
2 tickets to benefactor dinner  
Eighth of page prominently placed logo/text in HJF program  
Acknowledgement and link on HJF website  
Name listed in HJF advertisements  
Signage at all events

# HEALDSBURG JAZZ FESTIVAL

## HJF 2010 PATRON OPPORTUNITIES

### LEGEND

**\$25,000**

Naming recognition for one principle performance  
10 VIP tickets to all events  
2 tickets to pre-festival benefactor dinner  
Prominently listed on HJF program and website  
Publicly thanked at all events

### VIRTUOSO

**\$10,000**

Naming recognition for one secondary performances,  
6 VIP tickets to all events  
2 tickets to pre-festival benefactor dinner  
Prominently listed in HJF program and on website

### DIVA

**\$5,000**

4 VIP tickets to all events  
2 tickets to pre-festival benefactor dinner  
Listed in HJF program and website

### RISING STAR

**\$2,500**

2 VIP tickets to all events  
Listed on all printed materials  
Recognized on website





## **JAZZ TASTINGS (FOR OUR WINERY FRIENDS)**

### **JAZZ TASTING**

**\$25,000**

8 custom-designed performances at tasting room or winery  
8 VIP tickets to all events  
2 tickets to pre-festival benefactor dinner  
Half page prominently placed logo/text in HJF program  
Name / logo placement in HJF advertisements  
Prominent acknowledgement and link on HJF website  
Signage at all events  
Publicly thanked at all events

### **JAZZ PAIRING**

**\$15,000**

6 custom-designed performances at tasting room or winery  
6 VIP tickets to all events  
2 tickets to pre-festival benefactor dinner  
Quarter page prominently placed logo/text in HJF program  
Name / logo placement in HJF advertisements  
Prominent acknowledgement and link on HJF website  
Signage at all events

### **JAZZ FLIGHT**

**\$10,000**

4 custom-designed performances at tasting room or winery  
4 VIP tickets to all events  
2 tickets to pre-festival benefactor dinner  
Eighth page prominently placed logo/text HJF program  
Name / logo placement in HJF advertisements  
Prominent acknowledgement and link on HJF website  
Signage at all events

### **JAZZ SAMPLER**

**\$5,000**

2 custom-designed performance at tasting room or winery  
2 VIP tickets to all events  
2 tickets to pre-festival benefactor dinner  
Listed under winery sponsors  
Acknowledgement and link on HJF website  
Signage at all events

### **JAZZ FAN**

**\$2,500**

1 custom-designed performance at tasting room or winery  
Listed under winery sponsors  
Acknowledgement and link on HJF website  
Signage at all events

## **HEALDSBURG JAZZ FESTIVAL BOARD MEMBERS AND STRATEGIC PLANNING COMMITTEE MEMBERS**

**BREAUX CASTLEMAN**  
Strategic Planning Committee

Breaux Castleman is the president and CEO of Syntiro Healthcare Services, Inc., a managed care services organization and population management company, with operations in Durham, North Carolina. Previously Mr. Castleman was president of the Scripps Clinic, was president of Caremark International's Physician Resource Division, was CEO of the Kelsey-Seybold Clinic in Houston, and was a partner of Booz Allen & Hamilton in Houston. He is currently chairman of Electro-Optical Sciences, Inc (NASDAQ: MELA) and a director of FemPartners, Inc, and ob/gyn MSO and NextCare Inc., an urgent care clinic operator, and an advisor to Med Direct, Inc. a revenue cycle management participant, and McNally Capital LLC, a private equity buy-out company in Chicago. Mr. Castleman was graduated from Yale University with a degree in economics.

**EDWARD FLESCH**  
Board Member

Mr. Flesch is the retired founder and Principal of EJF Associates, a marketing research consulting firm. Prior to forming his own company, he was Director of the Values and Lifestyles (VALS™) Program at SRI International. Before joining SRI, he was employed by the Drackett Division of Bristol-Myers Squibb, most recently as Director, Marketing Research Services. Prior to that, he worked for the Procter & Gamble Company, in marketing research management positions with various domestic and international divisions.

Ed has been an active volunteer with the Healdsburg Jazz Festival since 2001, serving as a Board member, and officer, since 2004. In addition, he currently serves as a member of the Healdsburg Senior Citizen Advisory Commission. He was a member of the Board of Trustees of First Unitarian Universalist Society of San Francisco, where he served as Moderator of the Board. Ed is President of the Northern California Chapter of the University of Scranton Alumni Society, and served as a member of the Cincinnati Bicentennial Commission, and as a board member of The Program for Cincinnati.

**DAVID LAWRENCE, MD, MPH**  
Strategic Planning Committee

Dr. Lawrence served as CEO and Chairman of Kaiser Foundation Health Plan and Hospitals until his retirement in 2002. He was appointed CEO in 1991 and Chairman the next year. Since then he has pursued interests in new business development, teaching, public policy, and writing. He is a member of the boards of Agilent Technologies, McKesson Corporation, Dynavax Technologies, Proventys, Wellpartners, and Proteus Biomed. He is Senior Venture Partner with Physic Ventures and a Scientific Advisor to Burrill Life Sciences Fund and Health Evolution Partners. He also serves as an advisor to the CEO's of SomaLogic, Inc., and MedExpert, Inc., and teaches with the Estes Park Institute. He consults with selected health care systems that pursue advanced integration strategies.

Prior to joining Kaiser Permanente in 1981, Dr. Lawrence worked in Public Health and Human Services in Multnomah County, OR; on the faculty of the University of Washington School of Public Health and Community Medicine and the School of Medicine; as an advisor to the Ministry of Health of Chile; and as a Peace Corps Physician.



## **HEALDSBURG JAZZ FESTIVAL BOARD MEMBERS AND STRATEGIC PLANNING COMMITTEE MEMBERS**

### **DOUG LIPTON, Ph.D.**

Board Member

Dr. Lipton served as the Principal Scientist at LFR Levine Fricke (a 500-person Environmental Consulting Company based in Emeryville, California) before departing in 2000 to focus on two of the largest ecological restoration projects of their kind in the Country, the restoration of 7 miles of the Napa River and the 2,500 acre Montezuma Wetlands Project in the San Francisco Estuary. Dr. Lipton has lived in Sonoma County since 1996, where he provides advice and support for the area's environmental community; serving on the Boards of Russian RiverKeeper and the Dry Creek Valley Association, and continues to provide technical assistance to the Sonoma Land Trust where he served on the Board for four years. He also serves on the Board of Healdsburg Jazz Festival and the Friends Advisory Committee for the Sonoma County Foundation.

Before embarking on his environmental career, Dr. Lipton attended Berklee College of Music in Boston to study guitar and played professionally in Jazz groups during the late 70s in Boulder Colorado. There he discovered other loves besides music: his wife; and gardening that inspired him to return to University of Colorado-Boulder where he majored in environmental and molecular biology, pursued a M.S in soil science from University of Missouri-Columbia, and a Ph.D. in environmental chemistry from University of California-Berkeley. Dr. Lipton lives with his wife (Cindy Daniel) and two sons (Henri and Oliver) on their organic farm in Healdsburg, California, and continues to play music, including with his sons Henri on guitar and Oliver on drums.

### **ERNIE SHELTON**

Board Member and Strategic Planning Committee

Ernie Shelton is a fifth generation Northern Californian who was born and raised in Mendocino County. He has been interested and active in performing arts since early childhood. After attending college he lived in Santa Barbara and was deeply involved in the intentional community movement and participated in the early development of the natural foods industry. Mr. Shelton has an extensive background in the natural foods field with experience in all phases of retail, wholesale and food production. He is the former CEO of Food for Thought Natural Markets, a three store chain of natural grocery stores in Sonoma County that were sold to Whole Foods Markets in 2001. After enjoying a short retirement, he opened Shelton's Natural Foods Market in Healdsburg in 2008.

Mr. Shelton has continued to pursue an interest in music and theater through the years and enjoys a casual performance career. He has also hosted a monthly, jazz oriented house concert series for the last seven years at his home in Sebastopol. He has served as a Board Member for the Sonoma County Repertory Theater and the Community Foundation Sonoma County.

### **CIRCE SHER**

Board Member

Circe Sher has worked in public relations and marketing for 20 years. She is a partner in Piazza Hotel Group and oversees the Marketing and Public Relations for their projects including Hotel Healdsburg. Ms. Sher is also on the development team of the new h2hotel scheduled to open in Healdsburg in spring of 2010.

Ms. Sher worked as the communications manager for Swiss publisher Ringer AG in Asia and for Mayor Willie Brown of San Francisco in the Mayor's Office of Protocol. She has also held a number of marketing and public relations positions in the retail and non-profit sectors. She currently serves on the board of the Healdsburg Jazz Festival and is a founding committee member of the Healdsburg Wild Steelhead Festival and Healdsburg Lodging Coalition. Ms. Sher is a Bay Area native and graduated from UC Berkeley in 1991.

## **HEALDSBURG JAZZ FESTIVAL BOARD MEMBERS AND STRATEGIC PLANNING COMMITTEE MEMBERS**

### **PAT TEMPLIN**

Board Member and Chair, Strategic Planning Committee

Operating as Emerge Management, Patricia Templin develops and commercializes digital publishing and entertainment concepts, manages emerging artists, and conceives of technology driven ideas like RiffTime. Previously, Ms. Templin helped conceive and became CEO of Employment Law Learning Technologies, Inc. (ELT), an online corporate training company. Before ELT, she founded and sold a publication concerning the multi-media industry to Reed Elsevier. Prior to that Ms. Templin was in marketing and senior management for several start-up companies in personal digital communications. She is a graduate of American University in Washington, DC, a Director of the Healdsburg Jazz Festival.

### **HOWARD L. WOLLNER**

Board Member and Strategic Planning Committee

Howard Wollner retired as a Senior Vice President of Starbucks Coffee Company, working for the company from 1992-2005. He served in various capacities; including Senior Vice President of Administration responsible for establishing and overseeing Corporate Real Estate, Partner and Asset Protection (Loss Prevention), Risk Management, Corporate Travel Services and Environmental Affairs. He also served as the executive responsible for Strategic Alliance Management for Starbucks' joint venture partnerships with Pepsi Cola (bottled Frappuccino) and Dreyer's Grand Ice Cream (Starbucks ice cream). He worked 2 years for Starbucks Coffee International as Senior Vice President Strategic Business Systems responsible for designing and launching a global business systems extranet network on the internet focused on disseminating Starbucks business knowledge and operating practices to Starbucks operations worldwide. His last assignment was as Senior Vice President Store Concepts where he was responsible for leading a team of architects, interior designers, industrial engineers, project managers and business planners in the research and development of new store designs and functionality for the next generation of Starbucks stores worldwide.

Prior to joining Starbucks, Wollner worked for 13 years in the employee benefits consulting field. He was the President of the Seattle office C & B Consulting a national employee benefits firm that was a subsidiary of a New York Stock Exchange company. He received his Bachelor of Arts degree from Georgetown University and his Master of Business Administration degree from Seattle University.

Wollner provides strategic planning and mission and organizational development consulting services to companies in Seattle and Sonoma County. He serves on the boards of IslandWood, an environmental learning center on Bainbridge Island, WA, The Seattle Foundation a community foundation with a mission to create a healthy community through engaged philanthropy, community knowledge and leadership, The NPR Foundation a national board that provides the volunteer leadership and financial resources essential to ensure NPR's continued excellence in the 21st century and The Healdsburg Jazz Festival a non-profit organization that promotes performances of, and education in, the American art form of jazz. He also advises other non-profit organizations in Seattle and Sonoma County on strategic planning issues.

He is married to Barbara Wollner and has a daughter, Alessandra, who attends Brown University. He spends time living in both Seattle and Healdsburg, CA. He enjoys yoga, squash, gourmet food, wine, design, and reading.

## **HEALDSBURG JAZZ FESTIVAL BOARD MEMBERS AND STRATEGIC PLANNING COMMITTEE MEMBERS**

### **JESSICA FELIX**

Artistic Director

Jessica has been producing jazz concerts continuously since 1980 in Oakland and Northern California. She is the founder of the Eddie Moore Festival, part of the Oakland-based presenting organization Jazz in Flight, and of the Healdsburg Jazz Festival. In 1993, she conceived of and created "Children in Flight", a celebrated free workshop in Oakland for educating young children in African percussion, dance, and music. In 1999, she created the Healdsburg Jazz Festival and its accompanying Jazz Education Project and has been coordinating it ever since on a volunteer basis. Jessica is also a jewelry designer and owner of "Art and All That Jazz" an art and jewelry gallery in Healdsburg that combines her two passions art and jazz. Her gallery is a central location in the community that locals and visitors stop by to learn and listen to jazz while enjoying the artwork.

### **MAGGY HOWE**

Director of Development

Maggy is president of her own Strategic and Cause Marketing company, MHowe. She has over 20 years experience in fundraising, creative branding and visionary promotion, matching nonprofits with for profits clients creating marketing and public relations strategies, philanthropic business programs, sweat equity programs, fundraisers, signature events and benefit galas.

Her clients include O'Reilly Media, Microsoft, The National Endowment for the Arts, and Sutter Health Care Systems. From 1994-2004 she was an editor with Country Living magazine and author of the nationally renowned Remedies column. From 1995-1999 Maggy was the lead advisor and contributing editor for Country Living's; Healthy Living magazine. She founded and serves on the board of Alzheimer's Research for a Cure Foundation where she produced the only high profile Alzheimer's Gala on the west coast. Additionally she serves on the board of the Community Clean Water Institute of Northern California.

She is the author of the children's musical, Magical Future and a professional songwriter with Rondor International. The title song Magical Future was adopted by Congress to be the National Anthem for Children's Day.