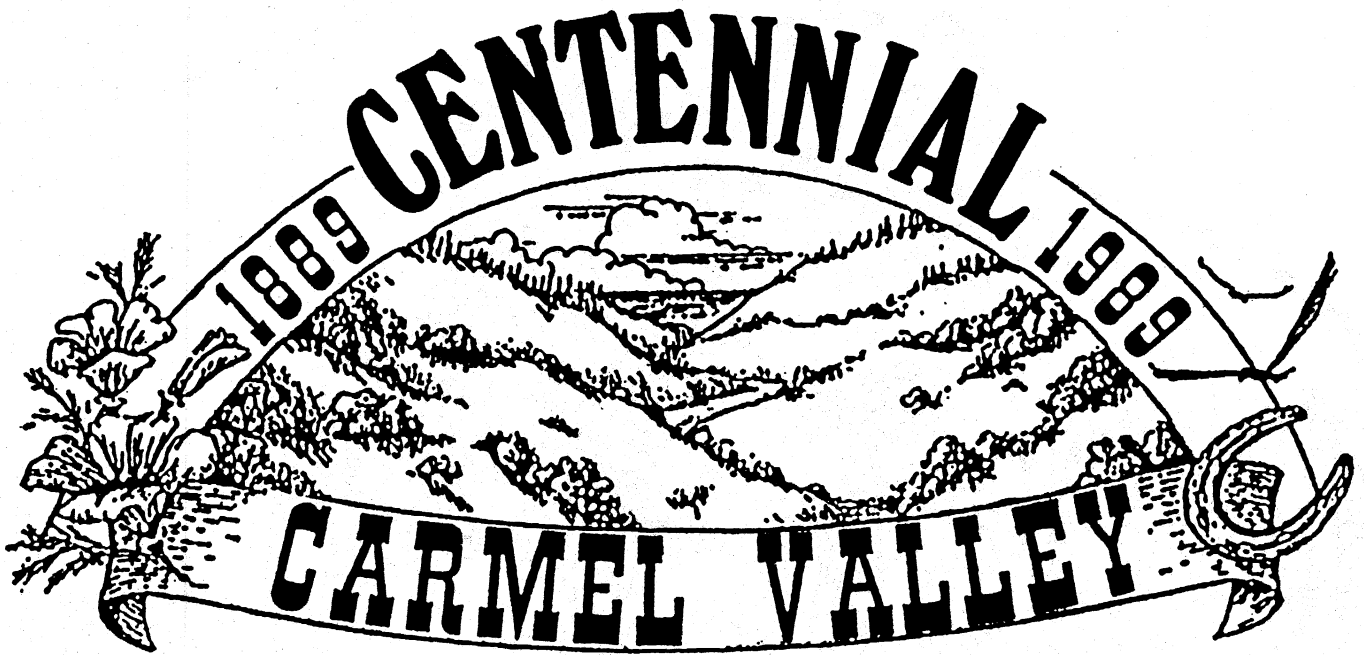


# SOUVENIR PROGRAM

KIWANIS CLUB OF CARMEL VALLEY

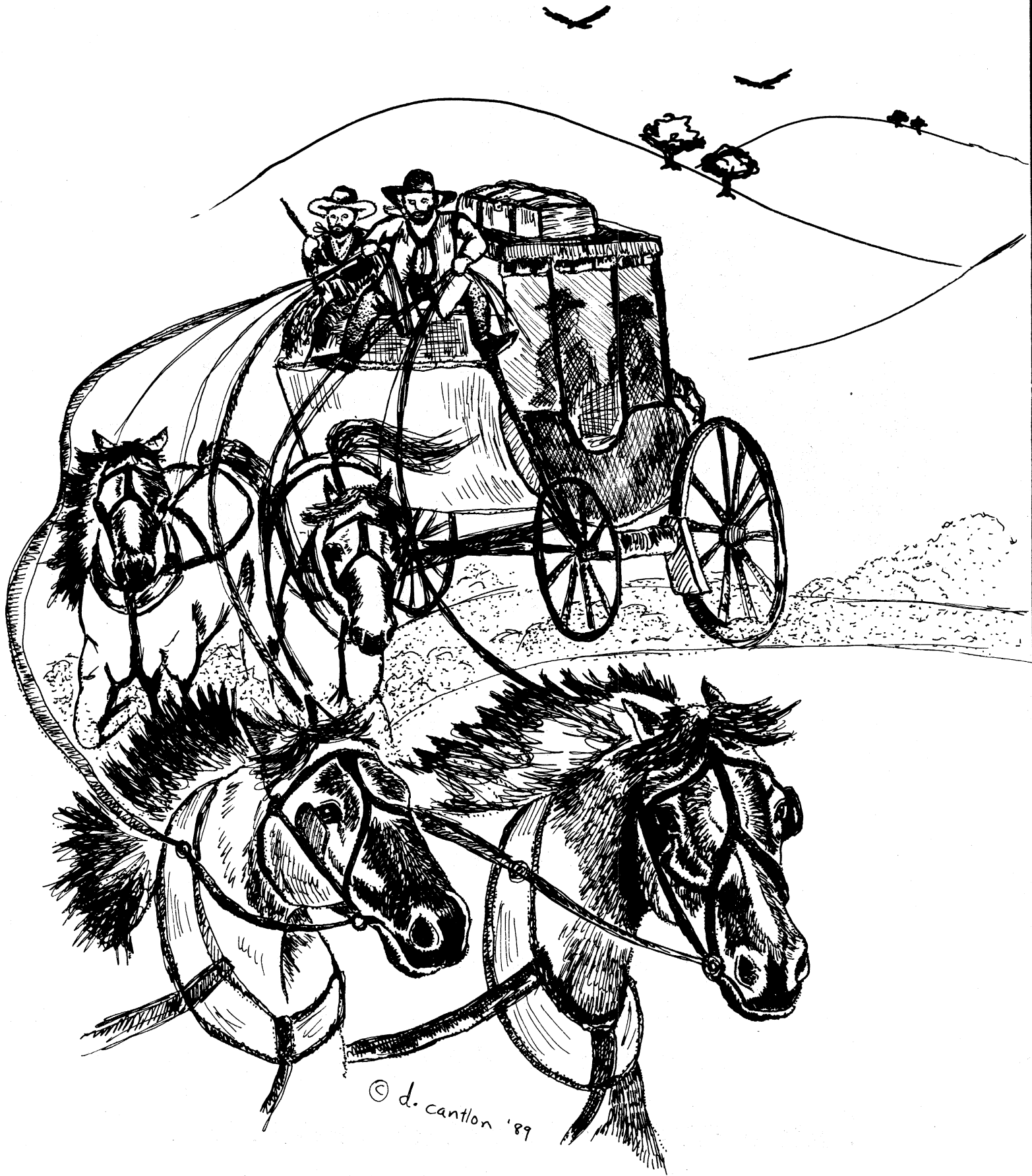


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AUGUST 4, 5, 6, 1989

CARMEL VALLEY  
RICH HISTORY, FUTURE PROMISE

# SCHEDULE OF EVENTS



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**FRIDAY August 4th**

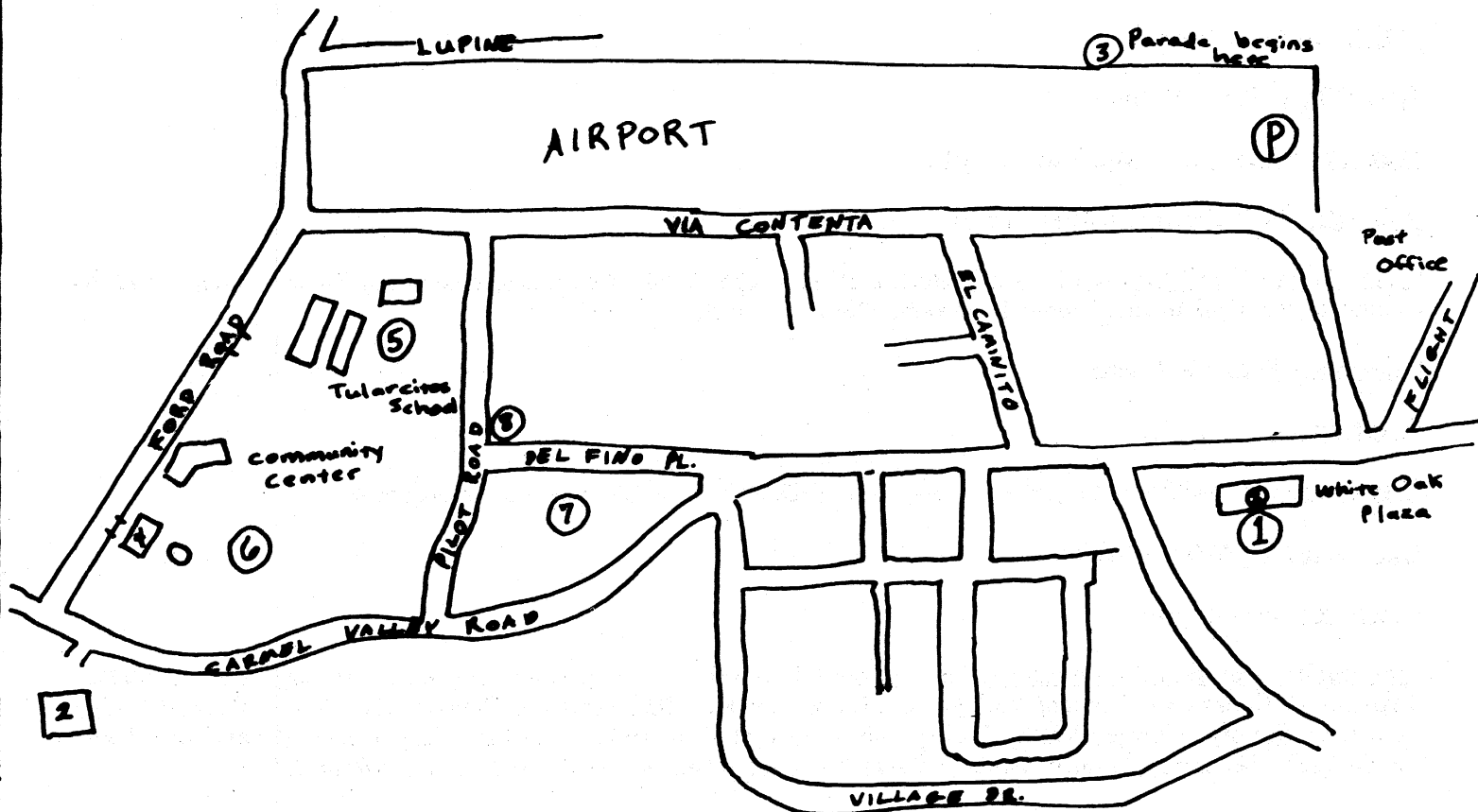
- 4:00 pm Opening Ceremony commemorating original Post Office Re-dedication of Madonna ①
- 5:00 pm Stagecoach carrying Postmaster General Anthony Frank
- 5:30 pm Stage leaving for mail run to Community Center. A Post Office will be set up here with special cancellation stamp for commemorative envelopes.
- 6:00 pm Queens Coronation Ball at Hidden Valley ②

**SATURDAY August 5th**

- 10:30 am Post Office Ceremony with stagecoach run. Stagecoach rides available at the Community Center. ④
- 11:00 am Centennial Parade from airport, through Village to Community Center. ③
- 12:00 pm Judging of contests for best bonnets, best decorated bikes, best pets and largest zucchini by Carmel Valley Women's Club.
- Noon til sundown...Booths featuring arts and crafts, games, food and fun. Genie Houdini Magic Show, J.T. Espinosa & Co. Clowns, Buzz'n Kazoos group. Stagecoach rides available to the public. Music by Ed Graham's Dixieland Group, Pat Mahoney's Homefire renditions of bluegrass and country, and Pistols and Petticoats with Square Dance Music and dancing exhibitions. Re-created California Indian Village of the 1800's. ⑥
- 8:00 pm til midnight...Delfino Place Street Dance with music by John Keller's Strictly Country band and The High Tide with Jack Franklin. Open bar. ⑦

**SUNDAY August 6th**

- 9:00 am Start of 10K Race ⑧
- 11:00 am Awards Ceremony for Race
- 11:00 am to 6:00 pm...Booths, games, Indian Village. Music by a strolling Mariachi group and Vicki Scardina's band. Genie Houdini Magic Show. Stagecoach rides again available.
- 12:00 pm Drawing for Hawaii vacation, Centennial belt buckles, art work, wine and other prizes
- 6:00 pm Centennial Finale...burial of Time Capsule



Ⓟ = Parking (end of airport)

# CENTENNIAL COMMITTEE

General Chairman, Randy Randazzo

Admission and Ticket Sales- Peter Coakley

Arts and Crafts- Rod Mills, chairman; Joan Vandrvort, Rodger Weeks

Belt Buckles- Stew Clough

Booths, Security, Communications and Traffic- Bud McDonald, Lee Rieman, Jim Sheppard, Larry McCann, Roger Williams

County Liaison, Street Dance and Parade Security- Bob Heald, Gary Carmichael

Entertainment- Eugene Erner, chairman; Pat Hoover, Nancy Porter, Shirley Nimmons, John Pfeiffer

History- Stew Clough, Sandy Clough, Fawn Nicholson, JoAn Rieman

Indian Village- Tom Nason

Legal- John P. Hannon

10K Race- Alan Cosseboom

Post Office- Terry Williams

Program( Editor, art, layout)-Dee Cantlon

Publicity- Dick Nimmons, Dick Heuer

Queen Contest and Coronation Ball- Orville Rogers and Randy Randazzo, chairmen; Sandy Clough, Brenda Clough-Reese, Gail Buche, Weber Buckham, Philip K. Smith

Secretary- Roger Williams

Street Dance- Larry Busick

Sheriff's Liaison- (SEAT) Roger Williams, Bud McDonald, Lee Rieman, Larry McCann

Time Capsule- Weber Buckham

Treasurer- James Chin

Cooperating Community Organizations- Carmel Valley Kiwanis, coordinating organization; Carmel Valley Chamber of Commerce, Carmel Valley and Mid Valley Fire Departments, Community Center, Carmel Valley Historical Society, Carmel Valley Village Improvement Committee, Garden Club, Lions, Rotary, Trail and Saddle Club, Monterey County Regional Parks, Tularcitos School and Parent's Club, Women's Club

The Centennial Committee wishes to thank the following people for their help, contributions and support of this event. We apologize for any errors, omissions, or misspellings.

- Alan Masaoka
- Tom and Debby Harris
- Steve Thigpen and his staff at Rapid Printers for their help, courtesy and professional product.
- Murphy's Lumber
- Lee Warner
- Jack Holtgreve
- Mid Valley Fire Dept. for their coffee, xerox machine and restrooms
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- Lou Allaire
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# DETAILED SCHEDULE

## FRIDAY August 4th

- 4:00 pm Opening Ceremony at White Oak Plaza. MC Lou Allaire will explain events and introduce guest speakers.
- 4:10 pm Re-dedication Ceremony of Madonna statue with Don Sweiss. Carmel Mayor, Jean Grace, also in attendance.
- 4:30 pm Congressman Leon Panetta, speaking on growing up in Carmel Valley.
- 4:45 pm Karin Strasser Kaufman, speaking on keeping Carmel Valley's rural charm.
- 5:00 pm Anthony Frank, Postmaster General of the United States. Terry Williams, Carmel Valley Postmaster
- 5:30 pm Stagecoach leaving for mail run. (Stagecoach courtesy of Tom and Debby Harris of Harris Stagelines, directors of Stonepine Equestrian Center. Coach will be driven by Tom Harris.)
- 6:00 pm Centennial Queen Coronation Ball at Hidden Valley Seminars. 6:00pm til 7:00pm...no host bar
- 7:00 pm Dinner...Flute and Piano Music by Lynn Jones and John Phillips
- 8:30 pm Stage Competition...MC, Lou Allaire. Centennial Theme song, written by Steve Tosh, to be sung by John Prejean and Friends. Queen Judges; Ray Foster, Lou Gardner, Joan Bennett, Trulee Ricketts and Eileen Sassard. Alternate Judges, Valerie Weber and Egon Wendleman.
- 9:15 pm Crowning of Queen and naming of Court
- 9:30 pm Cutting of Centennial Birthday cake (cake courtesy of Peter Thom and Monica Gedeon of Cakes by Alessandro). Dancing to music by Eric Tonn and Music Unlimited.

## SATURDAY August 5th

- 10:30 am Post Office Ceremony at White Oak Plaza with Stagecoach run.  
The Community Center will have a Post Office set up to officially cancel your letters, commemorating the Centennial. The Carmel Valley Historical Society will have photographic and memorabilia displays at the Community Center as well.
- 11:00 am Centennial Parade.  
The parade will begin at the airstrip with participants gathering on Lupine Lane. At 11:00 the parade will proceed down Poppy to Carmel Valley Road to join up with the stagecoach at White Oak Plaza. From there, the whole procession will march up Del Fino to Pilot, turn right and go up to Via Contenta and then left at Ford Road and disband in front of the Community Center.  
The parade will be led from the airstrip to White Oak by Carmel Valley Fire Chief, Bob Heald in his command car. The Grand Marshall will be Congressman Leon Panetta, who will join the parade at White Oaks Plaza. Other entries include the Watsonville Band, the Centennial Queen Candidates, antique cars carrying Monterey County Supervisors Karin Strasser Kaufman, Sam Karas, Dusan Petrovich and Assemblyman Sam Farr (there may be some names omitted who were added after this program went to press), Patty Wester and her baton twirlers, flamenco dancers, clowns, the Liberty Belles Drill Team, Molera Pack Train, representatives from various service clubs such as Kiwanis, scouts and the 4-H Club as well as kids riding decorated bicycles. The parade will also include Sheriff Bud Cook and his mounted Posse, other riders and their mounts and fire trucks from various local fire stations, to name but a few.

- 12:00 pm Judging of contests for best bonnets, best decorated bikes, best pets, and largest zucchinis by Carmel Valley Women's Club.  
Booths featuring arts and crafts, food and beverages, games, and dunk tank set up at Community Center and Tularcitos School and adjoining areas.  
Entertainment includes Genie Houdini Magic Show, J.T. Espinosa & Co. Clown troupe, jugglers and face painting.  
Music throughout the afternoon by Ed Graham's Dixieland Group, Pat Mahoney's Homefire, renditions of bluegrass and country, and Pistols and Petticoats with square dance music and dancing exhibitions.  
Special feature- Tom "Little Bear" Nason has re-created a California Indian village of the 1800's with fire pits, Indians in native dress, displays of Indian artifacts and sales of Indian art.
- 8:00 pm til midnight...DelFino Place Street Dance with music by John Keller's Strictly Country band, and the High Tide with Jack Franklin. Open bar.

**SUNDAY August 6th**

- 9:00 am Start of 10K race at DelFinoPlace and Pilot Road. Race to be run through neighboring areas (see map). Spectators encouraged along race route.
- 11:00 am Awards ceremony for 10K race. First Place finishers in men's and women's division will receive an etched glass work of art by Alan Masaoka. Other awards to be given for best times in each male/female age division. Ribbons for all finishers.
- 12:00 pm Drawing for Hawaii vacation, belt buckles, paintings, prints, wine and other gifts.

Booths again open for art and craft, food, games etc.

Music by strolling Mariachi group and Vicki Scardina's band.

Indian village open for second day with Native Americans present to answer questions and explain exhibits. Indian artists displaying modern silver, bead, turquoise and basket handiwork and craftsmanship.

- 6:00 pm Centennial finale with presentation and burial of Time Capsule to be exhumed on August 6, 2089....at the Community Center flag pole.

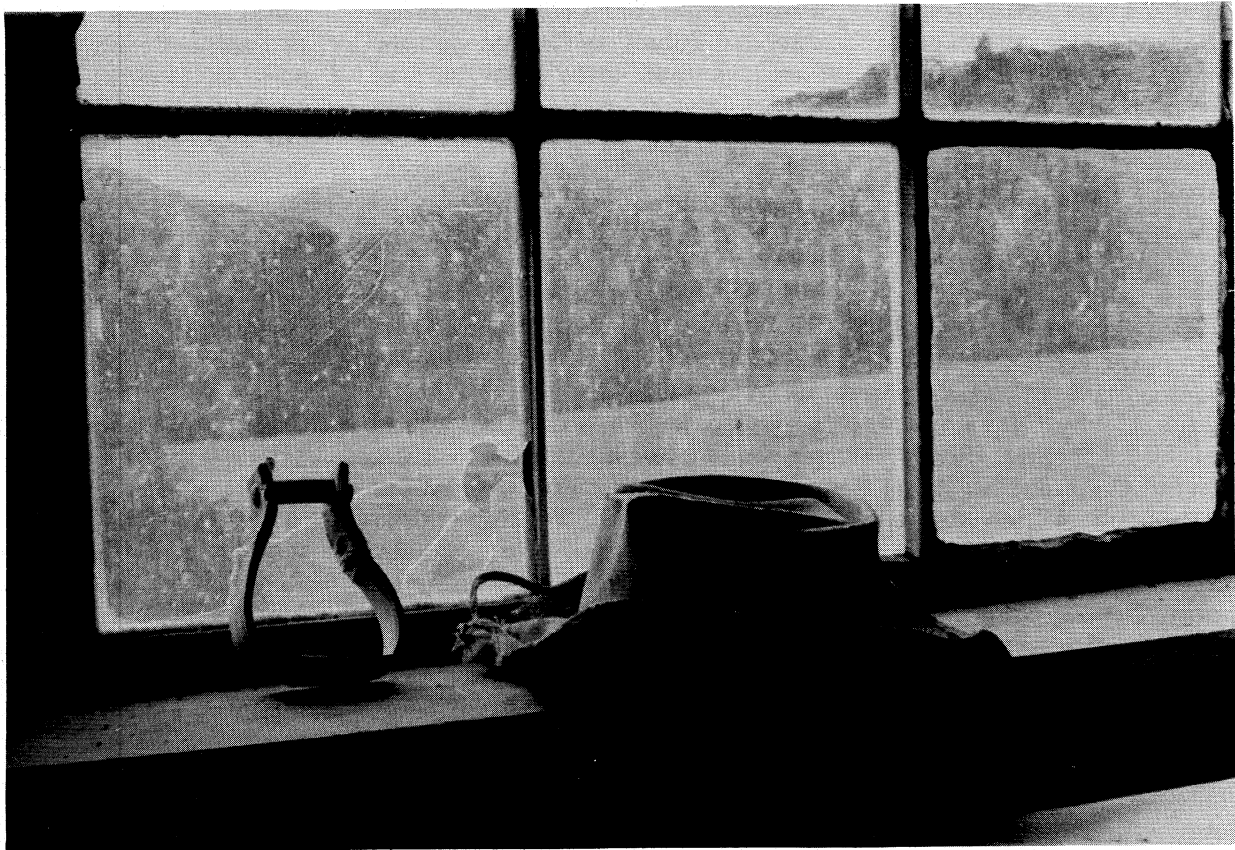
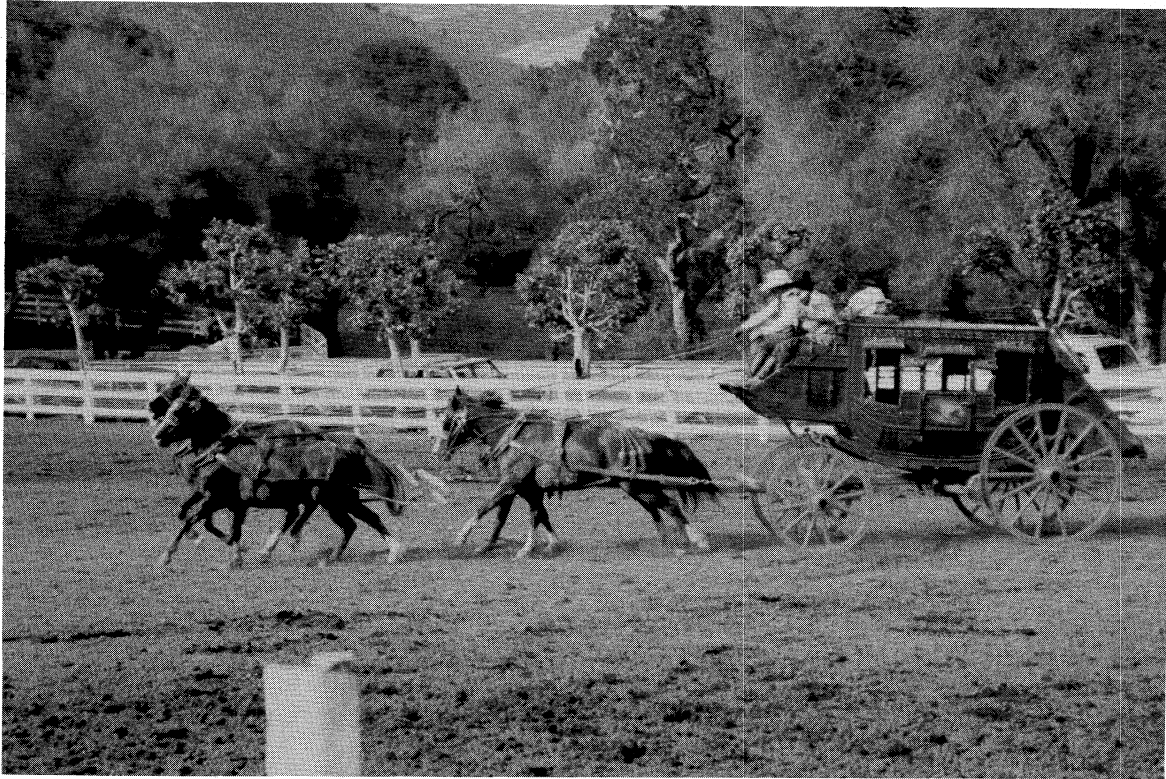


Photo by Dee Cantlon

# THE STAGECOACH IS COMING!



The Centennial is a celebration of the past 100 years in Carmel Valley. While the Valley was settled before that time, 1889 was noted as the year the first Post Office was opened here. Thus, the stagecoach mail run was the historically pivotal event and is one of the highlights of these festivities.

We are indeed fortunate to have available for the re-created mail run, an authentic stage coach and expert driving team courtesy of Tom and Debby Harris of Harris Stagelines. The Harris' will be driving their own custom made stagecoach which is a meticulously accurate replica of an Old West stage. The coach was built by Jay Brown Stagecoach Works of Weatherford, Texas and is one of only 26 built in 20 years of coach building by that company.

Tom and Debby have been around horses most of their lives. Tom is the grandson of the Harry Crawfords who owned and operated the River Inn in Big Sur

during the 50's. He was raised on a ranch near Yuba City and later attended Yuba City College. It was here he met Debby, herself a horsewoman from the time her dad put her on a horse at the age of two. They married after a lengthy courtship and spent the first few years of their marriage working with the Flying U Rodeo Company. Debby's duties included acting as public relations assistant and pro rodeo timer as well as utilizing her riding skills. She can point with pride to her roping time which places her among the top women riders. However, since she isn't a member of the Women's Pro Rodeo Association, she remains officially unranked. She has also competed in barrel racing events.

Tom Harris has competed in rodeo events such as roping, bull riding and bareback bronc riding. While both Tom and Debby would still like to compete in Pro Rodeo, their present jobs keeps them busy 7 days a week.

After retiring from the Flying

U, the Harrises operated Oliver's Carriage Tours with Ray Freschi in Pebble Beach. They also took part in various other activities such as giving carriage rides during an Adobe Tour in Monterey, participating in the opening of the Monterey Bay Aquarium and frequently taking part in the annual Salinas Rodeo. Tom and Debby have also "gone Hollywood" on occasion, doing commercials or acting as technical advisors, extras, stunt drivers and doubling for stars in productions requiring skill with horses.

Most recently, Tom and Debby have been employed by Stonepine Resorts which operates on the historic old Russell Ranch in Carmel Valley. They are the Directors of the Equestrian Center and can take credit for creating that resort's riding and driving program. The Center offers Stonepine's guests instruction in riding and driving as well as trail rides and picnic carriage rides



over acres of beautiful country here in the valley.

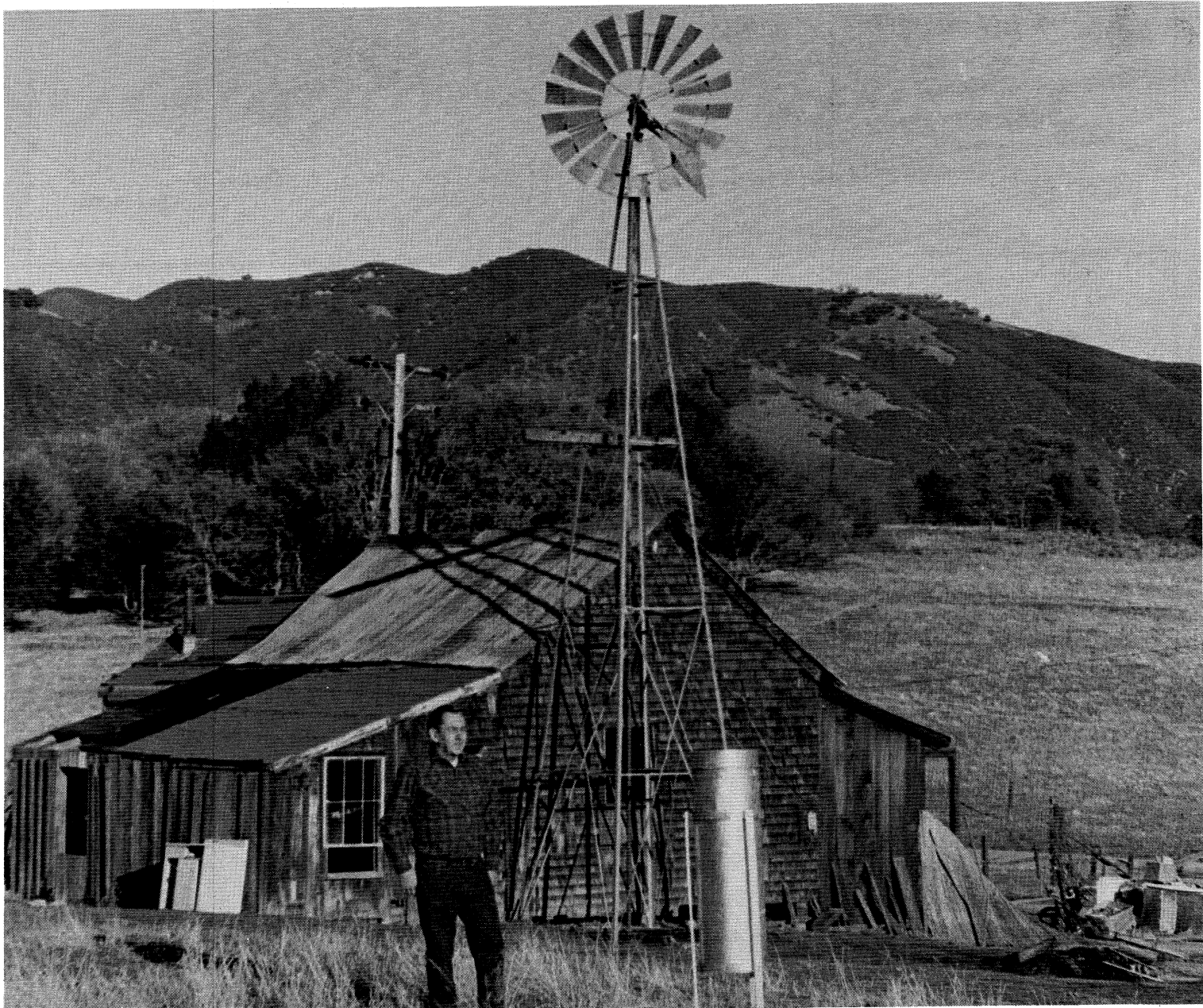
In 1987 the Stonepine Equestrian Directors, along with Denzel Cameron, organized the purchase, training and shipping of 105 Draft horses (Belgians, Percherons, Clydesdales) to the Westin Kauai Hotel Resort on the island of Kauai. They also took part in a 36 day promotional tour for Westin Kauai which took them, along with horses and coaches, from Fort Worth, Texas through Atlanta, Washington, D.C., New York City, Boston, Detroit and Chicago.

Tom Harris has been a "teamster", as he refers to himself, (that's someone who drives horses, not trucks) since 1976. He says his grandfather and another "old timer" taught him the skills needed to control and drive horses in harness. Tom taught Debby who has been driving for five years. They have worked with many breeds of horses from Morgans to the huge draft breeds such as Percherons. According to Tom, the old stagecoaches were usually pulled by four to six horses of mixed breeding, also the type

pulling the Harris Stagecoach for the Centennial Celebration. Training a horse in harness can take approximately thirty days, depending on the horse.

Horses seem to adapt well to working as a team due to their own preference for running as a herd.

Tom and Debby have donated their time and expertise to ensure the success of the Centennial Celebration. We wish to thank them for their skills which are as much art as they are athletic ability and hope that their participation helps to bring our history alive for their spectators.



The Bell Ranch

Photo courtesy of Carmel Valley Historical Society

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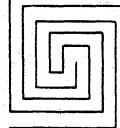
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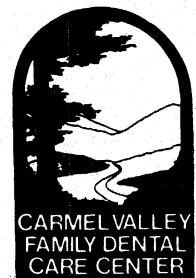
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# ROSIE'S CRACKER BARREL

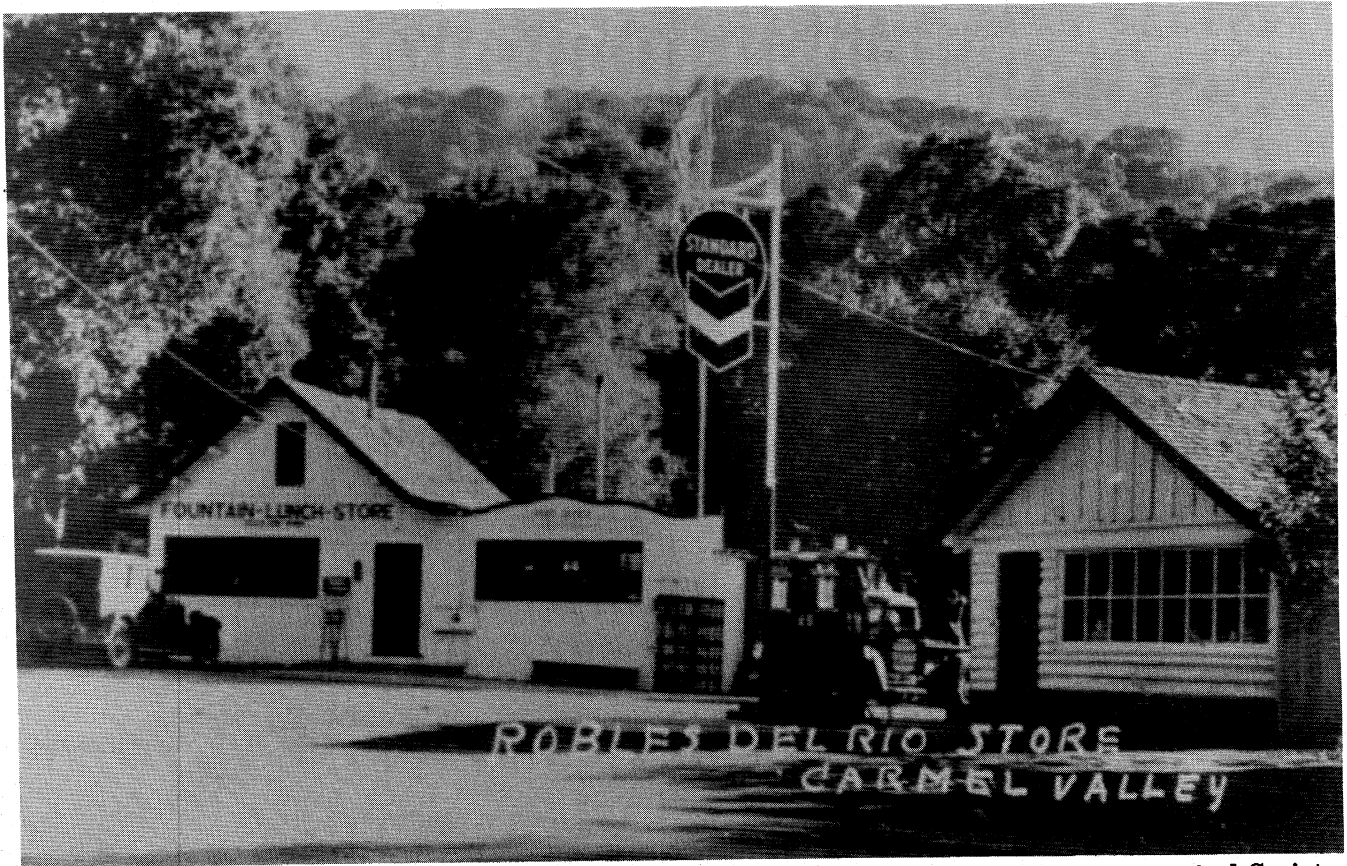


Photo courtesy of Carmel Valley Historical Society

The building that is still known as Rosie's Cracker Barrel currently houses Stew's Plumbing and Heating. Originally, however, it was the site of the first real estate office to sell vacation homes in the Robles Del Rio development established by Frank and Jet Porter. In 1939, William Irwin Henry, known to everyone as "Rosie", opened his grocery store and bar in the building and ran it for 43 years, until his death.

Rosie's Cracker Barrel also doubled as the village's first Post Office during the 1940's. Rosie served as postmaster for 9 years in addition to his regular job as grocery store owner. The Cracker Barrel was a favorite meeting

place for neighbors and friends who referred to it affectionately as the "Robles Del Rio Country Club."

Today, Rosie's old store is the home of Stew's Plumbing and Heating as well as the site of the Carmel Valley Historical Society. Owners Stew and Sandy Clough have tried to preserve the essence of Rosie's old gathering spot by leaving the store pretty much as Rosie left it.

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# CENTENNIAL SONG

"The Spirit of the Valley"  
(c) 1989 by Stephen Tosh

Verse one:

I've seen 'em come  
I've seen 'em go  
I'm the spirit of the  
Valley called Carmel  
It's not whether you are  
born here or arrive  
Once you've been here you will  
Never say "goodbye"  
For if you try to leave  
I just might haunt your dreams  
For I am more than just a  
Place or so it seems

CHORUS

Rich History - Future Promise  
Share the spirit of the  
Past for it's upon us  
Just a hundred years ago  
We began to plant and sow  
Now we'll reap the harvest  
Of our Valley home

Verse two:

The Red Man saw  
And stepped aside \*  
And then the Spaniard left the  
Relics of his pride  
Then Americans from  
Everywhere around  
Came here to build themselves a  
Place to settle down  
But the spirit of the  
Esalen survives  
In the magic of the  
Carmel Valley night

CHORUS

Verse three:

So now we pause  
To celebrate  
Has the spirit of the  
Valley changed of late?  
Will there come a time when  
We'll no longer see  
Unfettered mountains stretching  
Out to meet the sea?  
Or will we have the wisdom to  
Sing loud and strong  
Keep our Valley as it  
Has been for so long

CHORUS

\* Songwriter's note: This phrase refers to Indian prophecy.

# CENTENNIAL QUEEN CANDIDATES



**KIMBERLEY PULLMAN**  
Miss Porter-Marquard  
Daughter of Susan Pullman

Kimberley is sixteen years old and attends Carmel High School. Her hobbies include working, walking, listening to music and horseback riding. She has been riding and showing since she was eighteen months old, and has eight state championships and eleven regional championships to show for her riding skills.

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**DESIREE CELLI**  
Miss Carmel Valley Market  
Daughter of Michele Celli

Desiree is fifteen years old and currently attends Carmel High School. She is taking dance classes and has recently joined the Junior Varsity Cheerleading Team. Desiree hopes to attend college in the future, majoring in Marine Biology or Fashion Design. Her hobbies include tennis, volleyball, reading, swimming and working.

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**KEIRA SCHAURER**  
Miss El Caminito  
Daughter of Tony and Terri Schaurer

Keira is seventeen years old and attends Carmel High School. She works in a local bakery and plans to begin volunteer work at the hospital as a Candystriper. She spends much of her free time taking walks on the beach, hiking, riding her horse in Garland Park, drawing and listening to music. Keira hopes to be accepted to U.C. Santa Barbara in 1990 to study Education, after which she would like to return to the Valley and teach kindergarten.

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**AMY LAMBERT**

Miss Jamesburg  
Daughter of Bill and Kathy Lambert

Amy is fifteen years old and will be attending Carmel High School this fall. She is the youngest of eight children and a member of a historic Jamesburg family. The family lived in the Lambert Ranch House which used to serve as a post office before the Carmel Valley Post Office was built. The Lambert Ranch was also a stage stop for guests going to Tassajara Hot Springs when it was a public resort. Amy's favorite activities are swimming, volleyball, horseback riding and babysitting.

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**SHERRI LEINENBACH**

Miss New York Life  
Daughter of Cindy Leinenbach

Sherri is fifteen years old, and will be attending Carmel High School this fall. She enjoys swimming, hiking and riding her bike. She hopes to eventually have a career in fashion design. Sherri has just returned to Carmel Valley after having moved away for a number of years. She says she and her mom are more than happy to be back home.

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**VICTORIA WESTER**

Miss Wester Volkswagen  
Daughter of Donald and Patricia Wester

Victoria is eighteen years old and has just graduated from Monte Vista Christian School in Watsonville. She plans to attend Southern California College in Costa Mesa in the fall. Victoria is an experienced swimmer who has spent many years on the Barracuda Swim Team.

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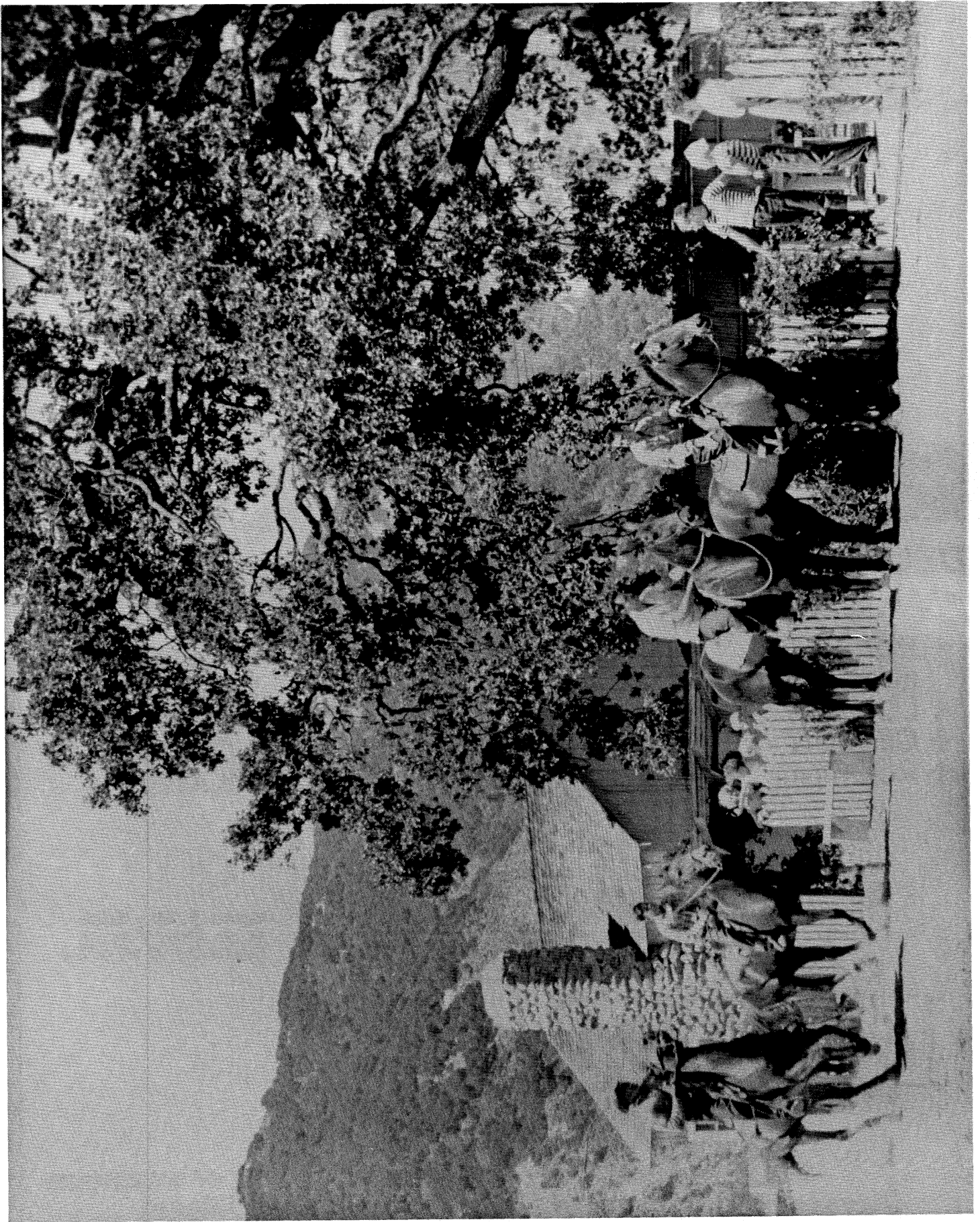


Photo courtesy of Carmel Valley Historical Society

# LUMBER



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# THE OLD MILK HOUSE



Photo courtesy of Carmel Valley Historical Society

In 1890, under the management of William Hatton, this single wall frame building was built to process milk from the Los Laureles Dairy Ranch and transported to the old Del Monte Hotel in Monterey. The sloped ceiling opened to a specially

designed venting cupola to provide rapid cooling in the room below.

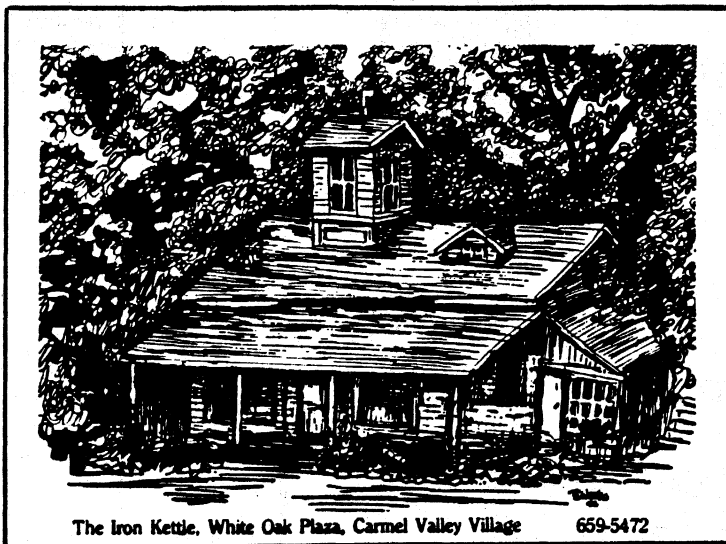
The first Carmel Post Office was opened in this white oak location in the year 1889 where the Salinas-Tassajara stagecoach stopped for the mail. Mail arrived on Mondays, Wednesdays and

Fridays but service was suspended a short four months after the Post Office opened. This was due to reasons such as the availability of a postmaster and the needs of the water project which initially gave birth to Valley postal service.

Early in the 20th century, the Old Milk House took on an entirely different character and was named the White Oak Inn. Joe Hitchcock, known as Mr. Carmel Valley, on his regular rides to the Village, hitched and watered his horse in the shade of the oaks.

More recently, this historic building has been an art gallery of some repute and then a decorator's studio before it was once more opened to the public as the Iron Kettle Restaurant by the Hamilton family. The restaurant still serves a function as an art gallery as the owners have granted display space to the Carmel Valley Artists Guild.

During the Centennial Celebration, the Milk House will be the scene of a re-created mail run featuring a stagecoach owned and driven by Tom Harris of Harris Stagelines.



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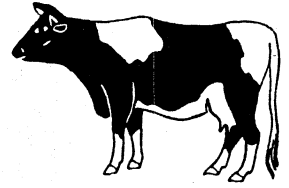
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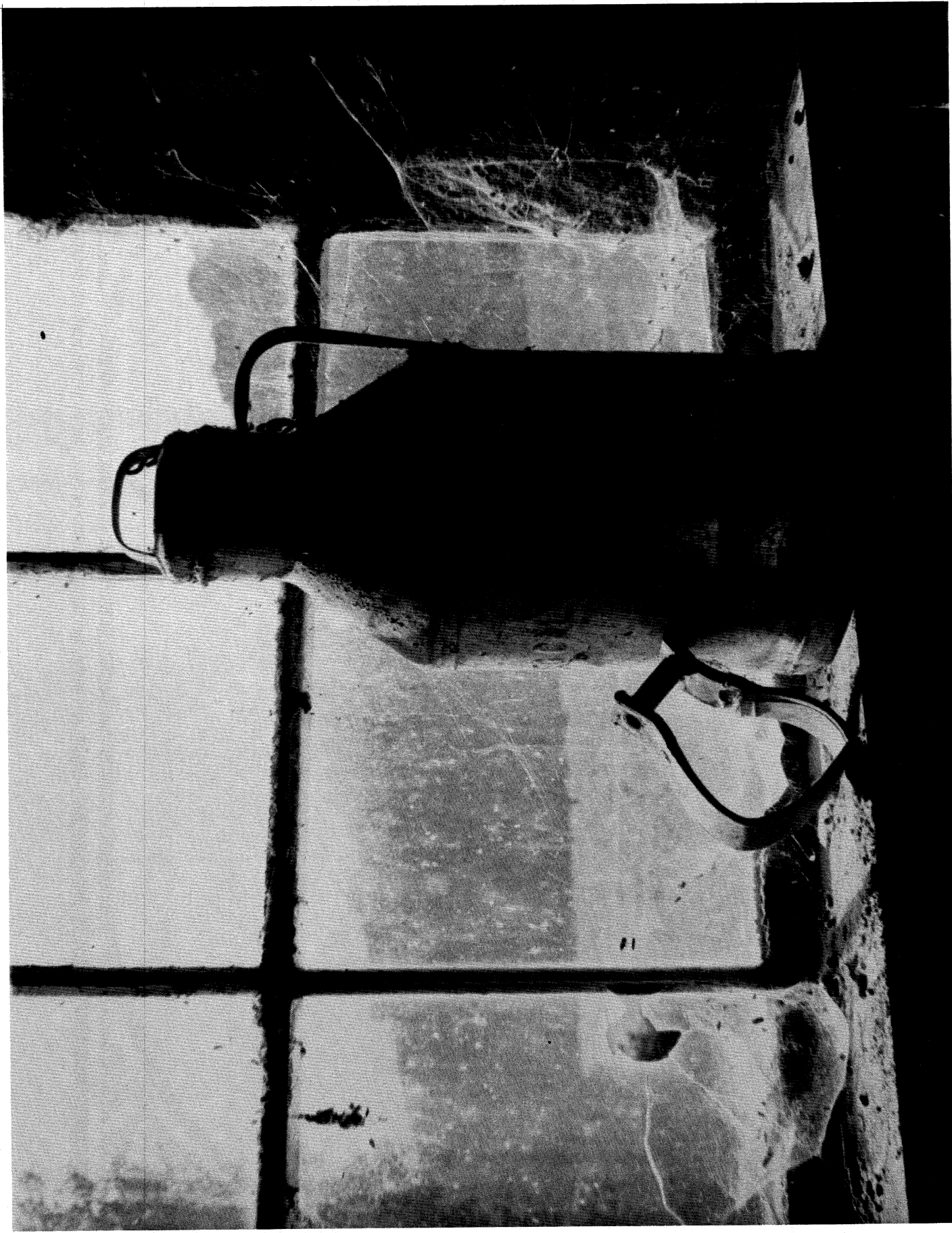
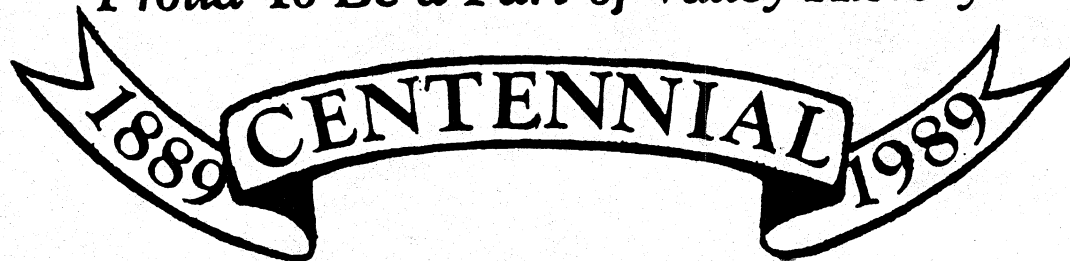


Photo by Dee Cantlon

10K RUN SPONSORED BY

# LOS LAURELES LODGE

*Proud To Be a Part of Valley History*



Los Laureles Lodge is proud to be part of Carmel Valley's Centennial Celebration. The local community as well as tourists have been welcomed at Los Laureles for almost one hundred years. This tradition continues now under new ownership. The newly renovated restaurant features California Country Cuisine serving breakfast, lunch and dinner every day of the week.

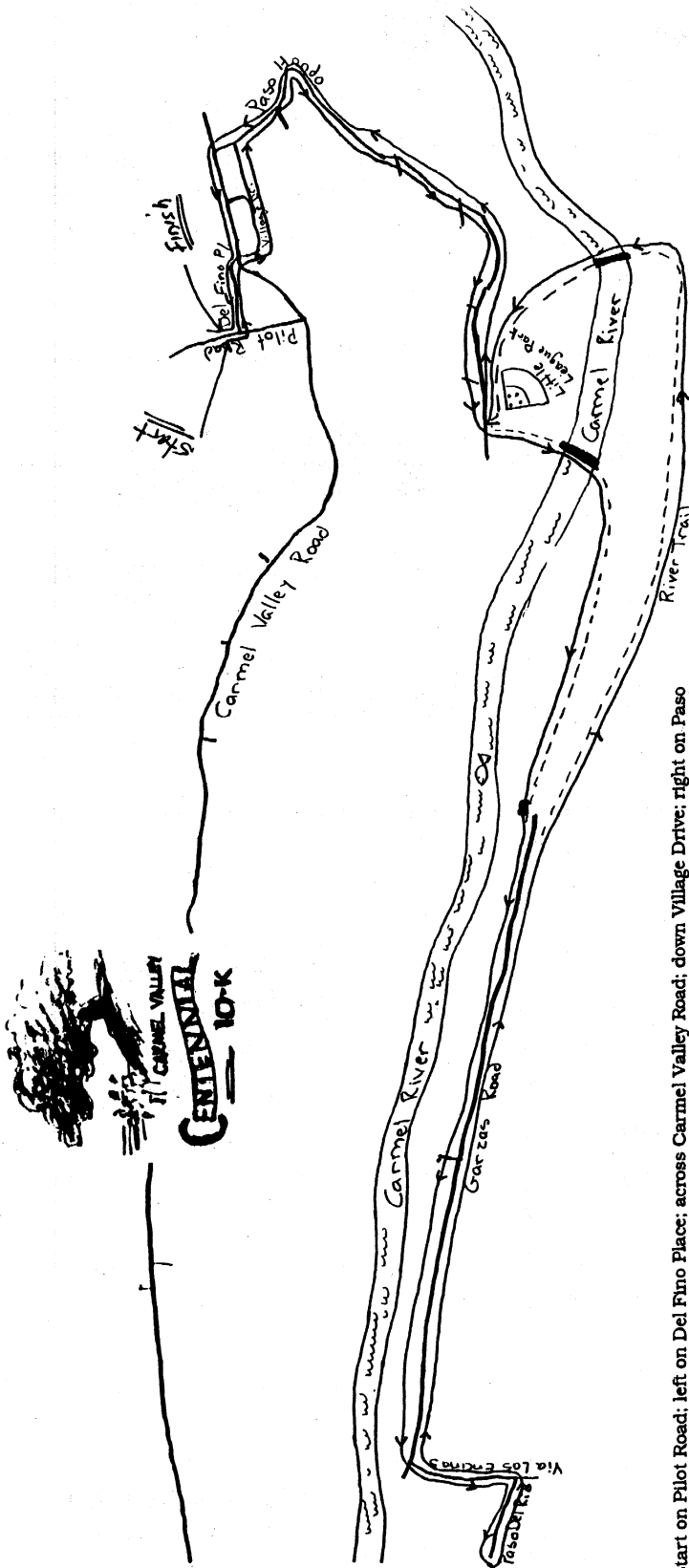
Pat Ireland performs Thursday, Friday, and Saturday nights from 9:00 PM to midnight. Come and enjoy the rustic and relaxed atmosphere at this historic landmark in the Valley.

Los Laureles Lodge  
10-1/2 miles East of Hwy 1  
Carmel Valley Road  
Carmel Valley, CA 93924



# 10K RUN

## Map of Route



Start on Pilot Road; left on Del Fino Place; across Carmel Valley Road; down Village Drive; right on Paso Hondo; left into the Ball Park; through the parking lot; across the river on wooden foot bridge; along a trail West through the Trail & Saddle Club; out their driveway onto Garzas Road; down Garzas Road; left on Via las Encinas; right on Paso del Rio to the end of the cul-de-sac; return on Paso del Rio. Via las Encinas and Garzas Road to the entrance of the River Trail; East on the River Trail to the Girl Scout Camp area; across Carmel Valley River on a wooden foot bridge; through the Ball Park; right on Paso Hondo to Carmel Valley Road; left on Carmel Valley Road running on the left shoulder; cross Carmel Valley Road at Del Fino Place; right on Pilot Road to the Finish.

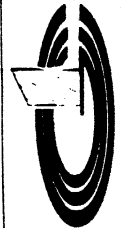


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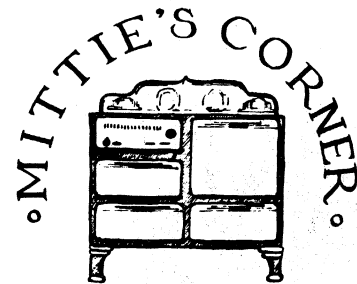
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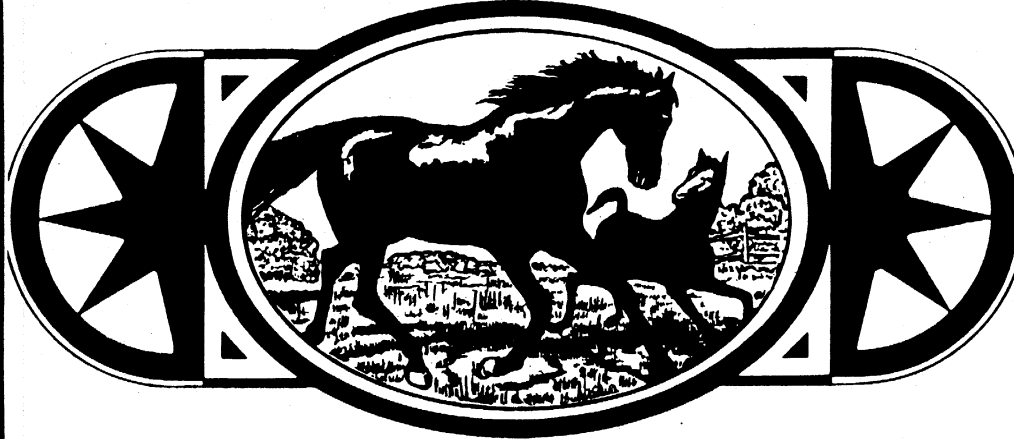
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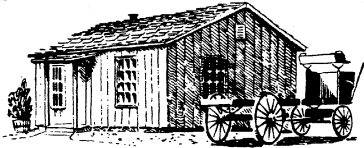
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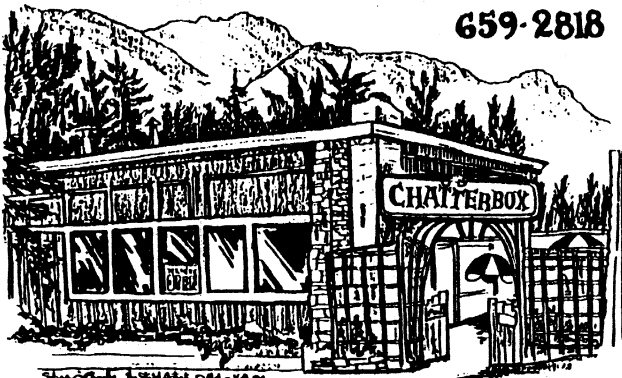
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