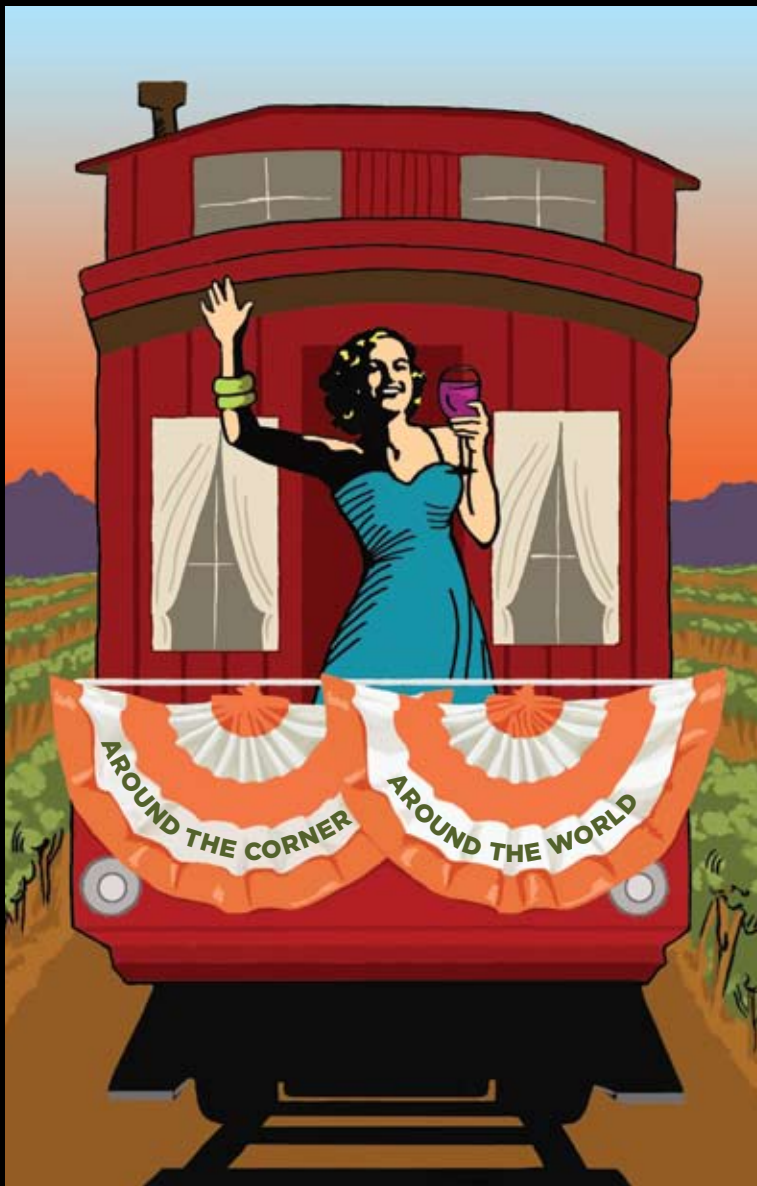


THE AMERICAN RIVIERA WINE AUCTION

THE SANTA BARBARA VINTNERS' FOUNDATION PRESENTS



A BENEFIT FOR DIRECT RELIEF INTERNATIONAL.

VINTNERS' EXPRESS

Saturday, February 20, 2010

\$1.2 =  \$34 Mil

HITCHING POST

RESTAURANT & WINERY

Congratulates
Our 2010 Vintner Honoree
Tom Beckmen

Thanks Tom for your
Instrumental Role in Starting
The Santa Barbara County
Vintners' Foundation

We can all be Proud that
The SBCVF has Donated
\$1.2 Million

to

Direct Relief International
who has leveraged this into
\$34 Million

In Medical Material Aid
To Places of Need Across the Globe

PROUD TO BE HERE

HITCHING POST II, 406 EAST HIGHWAY 246
HITCHING POST WINES, 35 INDUSTRIAL WAY
805.688.0676 www.HPwines.com BUELLTON, CA



Travel Itinerary

Saturday, February 20, 2010

5:30 p.m.

Wine Reception and Silent Auction

Welcome aboard the Vintners' Express!

Enjoy the fine wines of Beckmen Vineyards and delectable hors d'oeuvres from Ballard Inn, Root 246,

The Hitching Post, Bouchon,

Seagrass, and Wine Cask while traveling through the

Direct Relief warehouse bidding on

an array of fabulous silent auction items.

7:00 p.m.

Dinner

Take your seat in the dining car, where you'll

savor epicurean, travel-inspired comfort food from

nationally recognized Chef Jeff Olsson of New West Catering.

8:00 p.m.

Live Auction

Bid on travel packages, fine wine, and other

exclusive items from here and abroad.

Location

Direct Relief International Warehouse

27 South La Patera Lane, Santa Barbara, CA 93117

Welcome Aboard the Vintners' Express

It is with great pleasure and pride that we welcome you to the 6th Santa Barbara Vintners Foundation wine auction and dinner benefiting Direct Relief International and its domestic programs. Over the past decade, the Vintners' partnership with Direct Relief has generated over \$1.2 million in gifts that Direct Relief has leveraged into more than \$34 million (wholesale) of medical aid delivered directly to those in need throughout the world.

During the past decade of this partnership, Direct Relief has emerged as one of the nation's top non-profit organizations providing humanitarian aid throughout the world – recognized for both its efficiency and effectiveness by *Forbes* magazine and the *Chronicle of Philanthropy*. Our wine community takes great pride in having contributed to this success.

In the face of Haiti's devastating earthquake, the critical role that Direct Relief plays could not be more evident. Because Direct Relief quickly had a small staff on the ground, and long-term working relationships with leading medical clinics in Haiti, it was able to respond almost immediately with the delivery of 13 pallets of medical supplies and medicine. These critical supplies were used to set up emergency clinics to care for the injured.

With this year's event we are committed to supporting a new emergency medical response initiative that will have impact within the USA, providing "grab-and-go" EMT Med Packs to Medical Reserve Corps (MRC) volunteers (all trained medical professionals). Over 100 MRC volunteers in Santa Barbara County have already been equipped, but there are another 4,500 to equip in California alone.

We hope you enjoy this celebration of gourmet comfort food provided by our local caterers and restaurants, and wonderful wines donated by our local wineries. Tonight is a celebration of giving and a chance for each of us to impact our world and our local community in a positive way. Each dollar we donate will be leveraged by Direct Relief to provide care for those most in need in our world.

So tonight, bid generously and often – it really will make a difference.

Eric Sonquist
Board President

Jim Fiolek
Executive Director

Santa Barbara County
Vintners' Foundation

Santa Barbara County
Vintners' Association

Letter from Thomas Tighe

Direct Relief International is profoundly grateful for the Santa Barbara County Vintners' Foundation's extraordinary generosity in arranging this evening of festivities, and we thank each of you for joining us.

The support of Santa Barbara Vintners' Foundation has been a catalyst to expand Direct Relief's humanitarian work. Since its inaugural event ten years ago, the Vintners' Foundation's support has totaled over \$1.2 million in cash that has translated into over \$34 million in support and millions of people receiving care they need and otherwise would do without.

Since the last American Riviera Wine Auction in 2008, Direct Relief has expanded its traditional help to people around the world who need but cannot afford basic health services. Working to support and strengthen locally run programs remains our basic approach. And it is why when emergencies strike – as in Haiti last month – we are able to mobilize fast and move resources through trusted channels.

Also since the last event, Direct Relief has intensified its efforts to help people here at home. What started as a small pilot program here in Santa Barbara has become Direct Relief USA, the country's largest nonprofit program providing free medications to people who are low-income and uninsured. It's a partnership with dozens of companies and over 1,000 free clinics and health centers in all 50 states. More than 6 million people with low incomes and no health insurance have received prescriptions worth nearly \$200 million through this program.

These are just highlights of what Direct Relief does, but I encourage you to visit DirectRelief.org to learn more.

We are committed to using the resources we receive to help in the most efficient way possible. Direct Relief continues to earn high ranks nationally for efficiency – 99% or better from *Forbes* for 8 years running, and one of only a handful of organizations to receive "Four Stars" from Charity Navigator for five consecutive years. And for the past three years, all administrative and fundraising costs have been paid by a bequest, which means every dollar contributed is used for programs, not overhead expenses.

Santa Barbara's exceptional wines are made by exceptional people and we extend our heartfelt thanks to each of them who organized this evening's festivities. In particular, we wish to thank Frank Ostini, Jim Fiolek, Morgan Clendenen, Jenny Williamson Doré, Eric Sonquist and Susan Beckmen for their roles with the Santa Barbara Vintners' Foundation, and each of tonight's sponsors, for their generosity and indefatigable efforts. And to each of you for attending and, we hope, bidding on the wonderful items that have been so generously donated: Thank you. Please know that your money will have a far-reaching effect on the lives of people who truly need assistance.

Thomas Tighe
President and CEO
DIRECT RELIEF INTERNATIONAL

The American Riviera Wine Auction Vintners' Express

VINTNER HONOREE

Tom Beckmen

EVENT STEERING COMMITTEE

Judy Anticouni	Nancy Walker Koppelman	Diane Munro
Susan Beckmen	Alissa Larreta	Frank Ostini
Morgan Clendenen	Denise Lockhart	Amie Parrish
Jenny Williamson Doré	Mary Ellen McCammon	Janice Pegram
Jim Fiolek	Mari Mitchel	Jill Muchow Rode
Kate Firestone	Helga Morris	Eric Sonquist
Betty Hatch	Glen Morris	Margaret Spencer
Priscilla Higgins		

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<i>Hartley-Ostini Hitching Post Winery</i>	<i>Foxen</i>	Peter Work
Morgan Clendenen	Seth Kunin	<i>Ampelos Cellars</i>
<i>Cold Heaven Cellars</i>	<i>Kunin Wines</i>	Susan Beckmen
		<i>Beckmen Vineyard</i>

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Thomas Tighe, *President and CEO*

DIRECT RELIEF INTERNATIONAL ADVISORY BOARD

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Santa Barbara Vintners' Foundation

The Santa Barbara Vintners' Foundation (SBVF) is the umbrella under which the Santa Barbara County Vintners' Association (SBVA) conducts its philanthropic work.

Proceeds from the annual auctions held at the SBCVA's Vintners' Festival in spring and the autumn Celebration of Harvest benefit a number of community organizations. With these proceeds, the SBVF funds several annual grants and scholarships, and supports local charities and nonprofit organizations by donating to their auctions and fundraising events.

Tonight, the Santa Barbara Vintners' Foundation is honored to be of service to Direct Relief International.

Santa Barbara County Vintners' Association

Since 1983, the Santa Barbara County Vintners' Association (SBCVA) has worked to establish and maintain Santa Barbara County as a premier wine region of the world. With a membership consisting of wineries, growers and vineyard managers, it provides information to visitors, the media, and others interested in the local wine industry. It hosts special events; publishes and distributes wine touring maps and newsletters; and presents educational programs. It holds trade tastings and hosts seminars and media visits; has published a book on the history of the region's wine industry; and provides educational displays for exhibits and events.

Each April, wine lovers converge on the area to attend the Santa Barbara County Vintners' Festival, several days of special tastings, open houses and winemaker dinners. In October, A Celebration of Harvest showcases the food and wine grown and produced in Santa Barbara County.

Carrying on that tradition, we are proud to sponsor the 2010 American Riviera Wine Auction, benefiting Direct Relief International. Since 2000, this series of six biennial events has raised over \$1.2 million. Again, this year our foundation will donate 100 percent of the net proceeds from the event and auction to Direct Relief International.

Many thanks are in order: to our donors for their generosity, and to everyone participating to help us support Direct Relief International.

SANTA BARBARA VINTNERS' ASSOCIATION BOARD OF DIRECTORS

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Zaca Mesa

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Dragonette Cellars

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Direct Relief USA

Direct Relief USA is the only nonprofit program in the United States with the expertise to effectively and efficiently distribute no-cost medical products to clinics in all 50 states.

Here's why:

- 60 years of experience delivering medical aid to organizations treating the underserved
- Relationships with over 1,100 community clinics and centers nationwide
- Analytical capabilities to gather insights from safety-net partners to appropriately identify the needs of the medically underserved
- Extensive network of healthcare manufacturing and pharmaceutical distributor companies
- Licensure to distribute pharmaceuticals in all 50 states and the District of Columbia
- First and only U.S. nonprofit to be certified by the National Association Boards of Pharmacy as a Verified-Accredited Wholesale Distributor (VAWD)
- Utilization of state-of-the-art information technology system SAP to ensure precise inventory control and management

In 2009, Direct Relief USA delivered 3,704 shipments containing \$42,616,000 (wholesale) of medicines and medical supplies.



Wine Reception

As you tour the station, anticipating your meal in the dining car, enjoy fabulous wine graciously donated by Tom Beckmen of Beckmen Vineyards. Tonight choose from Beckmen Vineyards Cuvee Le Bec 2008 and Beckmen Vineyards 2008 Purisima Mountain Sauvignon Blanc. Beckmen Vineyards' 2007 Grenache was recently served at the White House state dinner in honor of Indian Prime Minister Manmohan Singh. The wine was chosen by the wine director for the guest chef Marcus Samuelson, and approved by the White House sommelier.

As you sip your wine and bid on the silent auction items, be certain to visit the delicious food stations and pair your wine with tasty hors d'oeuvres generously provided by:

- **Ballard Inn** • **Bouchon** • **Hitching Post** • **Root 246**
- **Seagrass** • **Wine Cask**



THE NATURAL EVOLUTION OF SODA™

Pop Culture Beverage Company is America's only producer of premium artisan sodas™. We are honored to support Direct Relief International and its efforts to strengthen and finance health services for the poor, help prevent and care for the HIV/AIDS infected in Africa, and the tireless disaster relief efforts abroad and in the United States. Thank You.

For more information regarding Pop Culture Beverage Company, please visit us at www.popculturebeverage.com or e-mail us at andrew@popculturebeverage.com.

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Practice limited
to workplace
law and
related litigation

We are a proud
supporter of
Direct Relief International



Silent Auction Rules

The Silent Auction will begin at 5:30 p.m. and will be staged in two areas throughout the warehouse. The Goleta Platform (khaki tablecloths) will close at 6:30 p.m. and the Santa Barbara Depot (red tablecloths) will close at 6:45 p.m.

Silent Auction Rules

- Enter your bid by printing your name, bid number, phone number, and amount of bid on the bid sheet in front of the corresponding item.
- Bids must be equal to or exceed the minimum bid stated on the bid sheet. Succeeding bids must be equal to or exceed the minimum raise amount stated on the bid sheet. Note: Bids below the minimum will not be accepted. Bids will revert to the last valid bid amount.
- Once a bid has been submitted, it cannot be retracted. The highest valid bid* at the close of the auction shall be highlighted by a Silent Auction attendant and will constitute the winning bid.
- In the event of a dispute, the Auction Chair shall have sole discretion to determine the successful bidder.
- Announcements will be made regarding the closing of the Silent Auction sections.

**Guaranteed Bid: If at any time during the auction a bidder writes an amount equal to or exceeding the guaranteed bid in the space provided on the bid sheet, that lot will be closed and the guaranteed bidder will be the winner. If one of the bids written equals the guaranteed bid before a guaranteed bid is written down, the guaranteed bid for that lot will not be available.*



Silent Auction Wine

The Goleta Depot (khaki) closes at 6:30

Lot #101 Alisal Golf and Lunch

Round of golf for four people, including carts, at the River Course at Alisal Ranch and lunch for four at the River Grill (alcoholic beverages not included). Dress code and reservations for tee times must be observed. Expires February 20, 2011.

Lot #102 The Wrap

You'll want to wear "The Wrap" bracelet with leather and smoky quartz stones and a vintage button clasp along with "Little Smokey" sterling silver earrings with smoky quartz stones on special occasions. Or maybe you'll want to give the set as a gift.

Lot #103 African Bounty

From the African continent, a plethora of beautiful pieces for you and your home. Lot includes a handmade embroidered tote bag, two gourd bowls, a stone plate, Temak crafts wooden bowl and serving utensils, a bracelet and earrings made from a cow's horn, a handmade scarf, and a beaded bowl.

Lot #104 Easy Does It

You will be in a state of bliss with your two meditation pillows from Asia, silver-and-orange earrings, a pearl dragonfly pendant from Bali, gold-and-yellow pillowcase from India, black-and-gold linen from Aceh, a Buddha flag and a black-and-white silk scarf from Cambodia.

Lot #105 Ready for Dinner

Dress up with a silver flower leather purse by Hella-Barbara Rank and beautiful hand-woven Cambodian gray silk scarf.

Lot #106 Just for You

Don your red Cambodian silk scarf and admire your new purchases, including a pearl necklace and pearl pendant from Bali, a handmade purse by One Mango Tree from Africa, and a necklace designed and handcrafted in Jumali studio in South Africa. You will love your beautiful handmade pottery bowl created by renowned artist Sarah Chamberlain.

Lot #107 Metropolitan Theater Pass

Be the first to see the new releases with your Metropolitan Theater Pass for two people. You have until the end of 2010 to enjoy this pass. Subject to the limitations stated on the back of the pass.

Lot #108 Dinner and Song

Begin your evening with dinner for four at Chuck's Steak House and enjoy two bottles of high-scoring Bordeaux clarets. Follow that with a show at the Lobero Theater (four tickets to the Sings Like Hell concert on March 27, 2010). The all-star band is called WPA and features Glen Phillips of Toad the Wet Sprocket, Sara and Sean Watkins of Nickel Creek, and Benmont Tench of Tom Petty and the Heartbreakers on keyboards. Does not include tip and tax for dinner.

Lot #109 Treasures

Your African treasures include two mugs, handmade embroidered linen, notebook and handmade paper necklace and earrings. From Sumba Island in Indonesia, you'll take home a wooden idol and a handmade woven ikat; and from Bali, enjoy a pearl flower pendant.

Lot #110 El Capitan Guest Ranch

Two nights' stay for four, with two 55-minute massages, an El Capitan gift basket, and a magnum of Phillipponant Clos de Goisses Champagne to complement your stay. Not available in July or August.

Lot #111 Family Portrait Sitting by Renowned Photographer

Mark Robert Halper

Receive a portrait sitting for your family from renowned photographer Mark Robert Halper. Widely known for his fine art and commercial photography, he was selected to be part of the Palm Springs Photo Festival Slideshow competition, and was recently shown in the January 2010 issue of *Rangefinder Magazine*. Purchase of prints is not included in the lot.

Lot #112 Ballard Inn Stay and Dinner Two nights midweek (Wednesday and Thursday) at the Ballard Inn, and dinner with Ken and Deb Brown. All wines included.

Lot #113 You're Sterling You will be a star in your sterling silver textured oval link 18-inch necklace with heart pendant accented with aquamarine nuggets. There's a bracelet to match!

Santa Barbara Depot (red) closes at 6:45 p.m.

Lot #114 Montana Summer Wonderland

Totally renovated and furnished, this charming cabin on 10 acres overlooks a 500-acre ranch and the snow-capped Mission Mountains. Fishing, boating, back-country horseback riding, rafting, hiking and golf available nearby. Stunning views and lots of privacy, yet stores and restaurants are within a 15-minute drive. Includes four bottles of Flying Goat Cellars 2008 Goat Bubbles Sparkling Rosé from Solomon Hills Vineyard.

Lot #115 June Lake Condo

Enjoy the best of the Eastern Sierra mountains during a four-night stay in a beautifully furnished 2,300-square-foot, three-bedroom vacation condominium on the lake. Three blocks from the ski lifts, and fishing in the summer.

Lot #116 Dodgers Package Four Dugout Club tickets behind Dodgers batting cage and dinner for four at the exclusive “Dugout Club” that features an upscale buffet and nonalcoholic beverages. Access to two full bars (one located in the Martini Lounge) and to the Dodgers and visiting team Club House entrances. Includes in-seat food service and VIP parking. Winner will receive choice of three home games.

Lot #117 Sweet Deal - Two Green Bay Packers Home Game Tickets

Two suite tickets on the 30-yard line to Green Bay Packers vs. either the Chicago Bears or the Minnesota Vikings. Date to be determined by NFL. Includes Qupé mixed case of Verdad wines—4 bottles each of 2007 Tempranillo, 2008 Rosé and 2008 Albariño.

Lot #118 Silver Mountain Resort in Idaho

One-week and two-weekend stay for up to four people at the Silver Mountain resort in Kellogg, Idaho. This offer is good in summer or winter—you schedule the dates. Silver Mountain offers hiking, fishing, mountain biking and gondola rides in the summer. During the winter, enjoy skiing, snowboarding and other activities. There is an indoor waterpark that is open all year. Your accommodations will be in a studio with a king-size bed and a queen-size fold-out bed. Includes passes to the indoor waterpark, and if used in winter, package includes ski- or snowboard rentals and lift tickets.

Lot #119 Lake Arrowhead Cabin

Five-day, four-night stay for four (Wednesday through Saturday) during the month of October in a two-story cabin at Lake Arrowhead. Three-bedroom, two-bath home with two queen beds, one full-size bed and two futon king beds in the family/game room. Comfortably sleeps four couples. Large kitchen/dining room and living room with a large fireplace and vaulted knotty-pine ceiling. Includes a mixed case of Fiddlehead Cellars—six bottles each of 2006 Seven Twenty Eight Pinot Noir and 2006 Happy Canyon Sauvignon Blanc.

Lot #120 Ampelos Tour

Vineyard tour for eight to view biodynamic and organic farming, plus lunch under the big oak tree featuring Ampelos Wines. Includes a signed magnum of 2006 Ampelos Pinot Noir “Lambda.”

Lot #121 Buttonwood

One 5-liter etched and painted bottle of 2004 Buttonwood “BW.”

Lot #122 Cimarone

From the new American Viticultural Area (AVA) of Happy Canyon, a 3-liter bottle of Cimarone Gran Premio 2007 Estate Sangiovese. It is a classic expression of old-world Sangiovese. Signed by winemaker Doug Margerum and owners Roger and Priscilla Higgins.

Lot #123 Costa de Oro

One 1.5-liter bottle of 2007 Costa de Oro Chardonnay, Reserva Dorada and one 1.5-liter bottle of Costa de Oro Pinot Noir, Reserva Oro Rojo.

Lot #124 Fiddlehead Cellars

One 3-liter bottle of 2003 Fiddlehead Seven Twenty Eight Pinot Noir, Fiddlestix Vineyard, Sta. Rita Hills.

Lot #125 FOXEN

One magnum each of 2006 Pinot Noir, Julia’s Vineyard, 2006 Foxen Pinot Noir, Bien Nacido Vineyard Block 8 and 2006 Foxen Pinot Noir, Seasmoke Vineyard in a FOXEN logo wooden box.

Lot #126 Hitching Post Winery

Three 1.5-liter bottles of Hitching Post Pinot Noir Cargasacchi Vineyard Vertical Magnum Collection signed by winemakers Gray Hartley and Frank Ostini. One each of 2002, 2004, and 2006 vintages.

Lot #127 Jaffurs Wine Cellars

One 3-liter etched bottle of Jaffurs 2007 Thompson Vineyard Syrah, one 1.5-liter bottle of Jaffurs 2007 Verna's Vineyard Syrah and one 750ml bottle of 2007 Bien Nacido Syrah, all signed by the winemaker.

Lot #128 Kenneth Volk Vineyards Santa Maria Valley Pinot Pack

Two cases of Pinot Noir consisting of six bottles each of the 2006 Bien Nacido Pinot Noir, 2006 Sierra Madre Vineyard Pinot Noir, 2006 Garey Vineyard Pinot Noir and 2007 Santa Maria Cuveé Pinot Noir.

Lot #129 Lane Tanner Winery

Three magnums of Lane Tanner Pinot Noir – 2005 Julia's Vineyard, 2005 Bien Nacido and 2005 Santa Barbara County.

Lot #130 Longoria Wine and Two Lithographs

Three 3-liter bottles of Longoria Blues Cuveé vintages 1999, 2000, 2001 and two framed lithographs one of each Blues Cuveé label, signed and numbered by the artists J.C. Jaress and Susan Dysinger.

Lot #131 2006 Melville Estate Pinot Noir

One 3-liter bottle of 2006 Melville Estate Pinot Noir.

Lot #132 Palmina

A 1.5-liter bottle of 2004 Sisquoc Nebbiolo; a 1.5-liter bottle of 2007 Subido, and a one-year wine club membership.

Lot #133 Robert Parker's Epiphany Party Pack

Six Packs of:

2006 Paradise Road Syrah
2006 Hampton Vineyard Syrah
2006 Rodney's Vineyard, Block F syrah
2006 Camp Four Vineyard, Block 2 Syrah

Lot #134 Robert Parker's 90+ Parker Party Pack

Six Packs of:

2007 Bien Nacido Pinot Noir
2007 Ashley's Pinot Noir
2006 Big Easy Syrah
2006 Rodney's Vineyard Syrah

Lot #135 Sanford Winery

One three-bottle pack of 2007 La Rinconada Chardonnay, 2007 La Rinconada Pinot Noir, and 2007 Sanford & Benedict Vineyard Pinot Noir.

Lot #136 Tantara

Six-pack of 2007 Tantara Pinot Noir

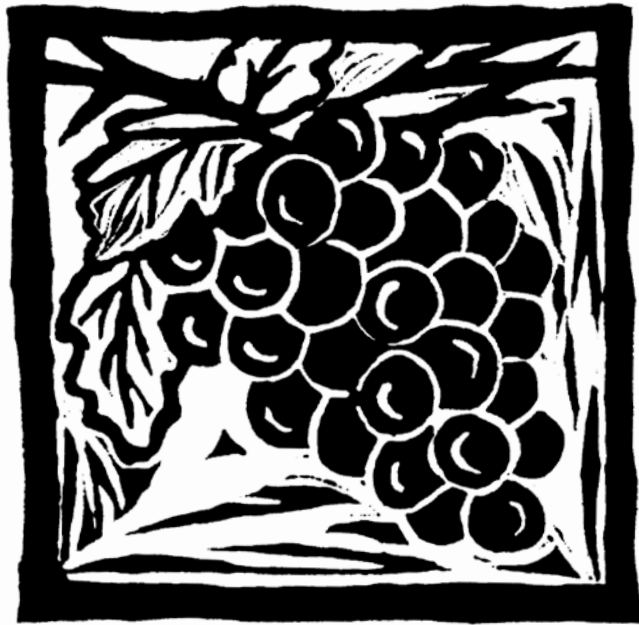
One bottle each from: Bien Nacido Vineyard Adobe, Bien Nacido Vineyard Old Vine, Dierberg Vineyard, Lindsay's Vineyard, Rio Vista Vineyard and Solomon Hills Vineyard

Lot #137 Whitcraft Winery

Magnum of Whitcraft Winery 2004 Morning Dew Ranch Pinot Noir.



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Excellent Grapes
Produce
Excellent Wines**



**Excellent Ideas
Produce
Excellent Graphic Design.**

Illustration, Web and Print Design, All Excellent.

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Table Host Wineries



Table Sponsors



Au Bon Climat
Beckmen Vineyards
Cimarone Wines
Foxen
Happy Canyon Vineyards
Hitching Post Wines
Jorian Hill

Table Hosts

Alma Rosa Winery & Vineyards	Gainey Vineyard
Brander Vineyard	Jaffurs Wine Cellars
Bridlewood Estate Winery	Melville
Byron Winery	Palmina Wines
Cambria Winery	Qupé/Verdad
Cold Heaven Winery	Sanford Winery
Costa de Oro	Sierra Madre Vineyard
Curtis Winery	Stoplman Vineyards
Fiddlehead Cellars	Sweeney Canyon Vineyard
Fontes & Phillips Wines	

Evening Program February 20, 2010

Welcome and Opening Remarks

Eric Sonquist

President, Santa Barbara Vintners' Foundation

Master of Ceremonies

Peter Noone

Santa Barbara Vintners' Foundation Humanitarian Award

Tom Beckmen, Beckmen Vineyards

Dinner Served

Chef Jeff Olsson, New West Catering

Direct Relief International

Thomas Tighe, President & CEO

Stand Up and Be Counted - Medical Reserve Corps Med Packs

Hosted by Ursula Hermanski, Auctioneer

Live Auction

Ursula Hermanski, Auctioneer

Menu

A Classic American Feast, Served Family-Style

1st Course

Classic Wedge of Iceberg Lettuce with House-Made Bacon,
Shropshire Bleu Cheese and Cayenne Buttermilk Dressing;
House-Made Breads with Tomato-Herb Butter

2nd Course

Chicken Fried Duck Confit with Black Pepper Cream Gravy;
Classic Mac N' Cheese with Gruyere and Parmigiano Reggiano

3rd Course

Angus Sirloin Meat Loaf with Chanterelle Mushroom Gravy;
Whipped Golden Potatoes with Shallots and Sage;
Braised Black Kale with Apples and Bacon

Served Dessert

Individual Apple and Pear Cobbler
with Homemade Ginger-Vanilla Bean Ice Cream

Master of Ceremonies, Peter Noone

Peter Blair Denis Bernard Noone is a multitalented entertainer who has been delighting audiences nearly all his life. He was born in Manchester, England, where he studied voice and acting at St. Bede's College and the Manchester School of Music and Drama. As a child, he played "Stanley Fairclough" in the long-running British soap opera *Coronation Street*. He was also featured in the television series *Knight Errant*, *Family Solicitor* and *Monro's Saki Stories*.

At the age of 15, Peter achieved international fame as "Herman," lead singer of the legendary 1960s pop band Herman's Hermits. His classic hits included "I'm Into Something Good", "Mrs. Brown, You've Got A Lovely Daughter", "I'm Henry VIII, I Am", "Silhouettes", "Can't You Hear My Heartbeat", "Just A Little Bit Better", "Wonderful World", "There's A Kind of Hush", "A Must To Avoid", "Listen People", "The End of the World" and "Dandy." Ultimately, Herman's Hermits sold over 60 million recordings. In all, 14 singles and seven albums went gold. The Hermits were twice named Cashbox's "Entertainer of the Year."



Accompanied by his band, Herman's Hermits, Noone consistently plays to sold-out venues the world over. He has a legion of faithful fans (known as "Noonatics") whose loyalty is unparalleled. Today's teen girls scream just as passionately as their mothers did back in 1965, prompting VH1 to select Peter as their viewer's choice for the "Sexiest Artist of the Year." Most recently, Noone starred in the recurring role of Paddington on the CBS daytime drama *As The World Turns*. His colorful performances instantly made him a favorite of the soap opera magazines and online message boards. There is no doubt that Peter Noone's extraordinary talent, disarming wit, handsome features, and compelling stage presence will continue to delight fans of all ages, for a long time to come. For more about Peter, please see www.peternoone.com.

Tom Beckmen

Proprietor - Beckmen Vineyards



A music industry leader of 43 years, Tom's keen insight and entrepreneurial spirit led him to found Roland Corp US, which became the leading company in the electronic musical instrument industry. This revolutionary company and its products profoundly influenced the production and performances of music worldwide.

The heart of Tom's entrepreneurial success has always been his ability to look towards the future and embrace new challenges. This desire to continually evolve and test himself prompted Tom to sell Roland in 1993 and pursue a life of wine growing.

Looking into the future of the wine industry he chose Santa Barbara County to establish Beckmen Vineyards with his son Steve in 1994. Tom has been focused on the cultivation of his estate vineyards and new innovations for winegrowing in the Santa Ynez Valley. He brings both business acumen and a respect for the hard work of farming to Beckmen Vineyards. In wine as in everything else, Tom is driven to go beyond expectations. His vision and patience have guided the maturing of Beckmen's estate vineyards and the production of the winery's acclaimed portfolio of handcrafted wines.

Tom enjoys both the natural beauty and the peace of the vineyards that surround his home, where he lives with his wife, Judy. As a hands-on farmer, he has helped to establish Purisima Mountain Vineyard as a world-class, organic- and biodynamic-certified winegrowing site, and the source of some of North America's most highly prized Rhône-varietal wines. He has also been an important figure in the emergence of Santa Barbara County as one of California's preeminent wine-growing regions.

In addition to their life on the farm, Tom and Judy spend a great deal of time supporting the performing arts. As lifelong supporters of the arts, Tom and Judy are both very active board members and patrons of the Music Center in Los Angeles County. Tom is currently the vice-chair of the Los Angeles Philharmonic Orchestra board.

Ursula Hermacinski - Auctioneer

Ursula Hermacinski wrote the book on buying wine at auction - literally. It's called *The Wine Lovers Guide to Auctions: The Art and Science of Buying Wine*, and it's packed with information gleaned from her 24-year auction career and longtime love of fine wine.

She began as an auctioneer at Christie's, where she established its New York wine department in 1994. Since then, this pioneer has presided over some of the country's most prestigious events, including the Napa Valley Wine Auction (since 1992), where she and Jay Leno brought in a whopping \$10.5 million in 2005.

Ursula has also wielded the gavel for the foundations of baseball star Rusty Staub and celebrity chef Emeril Lagasse, among others. A sought-after speaker, Ursula has appeared at the Aspen Food & Wine Festival, The International Pinot Noir Celebration, and the American Institute of Wine and Food National Convention.

Often called upon to comment on wine buying and its investment potential, she has been featured on CNN's Marketplace and in *Wine Spectator*, *Decanter*, *Wine & Spirits*, *Drinks*, *Town & Country* and *Glamour* magazines.

Her website is www.gavelgal.com.



Stand Up and Be Counted

Medical Reserve Corps (MRC) Med Packs

Direct Relief USA has provided local Medical Reserve Corps (MRC) volunteers with **ruggedized, specially designed backpacks** filled with **medical supplies** to help **address community health needs in an emergency**. The packs enable MRC members – trained, credentialed, medical personnel – to respond when disaster strikes.

- ***Filled with Necessary Supplies.*** Each Med Pack contains appropriate diagnostic equipment, supplies, and medications. The packs have been field-tested and proven highly functional and durable, and contents were found to be appropriate and sufficient to meet a variety of prevalent disaster-related healthcare needs.
- ***Developed by Experts in Emergency Response.*** Designed to “grab and go,” the kits were created with input from experienced emergency responders, including physicians from UCLA School of Medicine, University of Pittsburgh, Australian Aid International emergency field physicians, and representatives from the Santa Barbara Public Health Department. The California Emergency Medical Services Authority (Cal EMSA) has adopted Direct Relief’s EMT-level Med Pack as the California standard.

How can you help Direct Relief provide additional resources to more MRC volunteers?

Direct Relief delivered 100 Med Packs to Santa Barbara County MRC volunteers in 2009.

There are more than 4,600 MRC members in California and tens of thousands more nationwide that lack the appropriate medical resources necessary to mobilize in the event of an emergency.

YOU CAN HELP! Financial support is needed to purchase additional backpacks and identified medical supplies to equip more MRC with the tools they need to provide effective response. Please stand up and be counted tonight!

__ Yes, I would like to sponsor a Medical Reserve Corp Pack!

Physician’s Pack __ # of packs x \$500 = _____

Nurse’s Pack __ # of packs x \$250 = _____

Total donation for MRC Packs: \$ _____

__ I have included a check payable to Direct Relief International.

Payment by Credit card: American Express Discover Visa MasterCard

Name on Card: _____ Signature: _____

Card #: _____ Expiration Date: _____

Phone number: _____

Please send this form to: Direct Relief International,
27 S. La Patera Lane, Santa Barbara, CA 93117.

Conditions of Auction

1. The auctioneer is not the agent for the seller.
2. Catalog, as amended by addendum or oral announcements during the sale, constitutes the entire statement of seller with respect to the sale and purchase of wines listed herein.
3. Seller, auctioneers, and auction houses do not warrant or represent, expressly deny responsibility for, and in no event shall be responsible or liable for, the accuracy of description of the wines offered or the correctness of the Catalog, including, but not limited to, the origin, rarity, age, genuineness, attribution, authenticity, provenance, importance, size, quality, quantity, or physical condition of the wines described. All statements by seller and auctioneers are merely statements of opinion, and are not to be relied upon by prospective purchasers as warranties or representations of fact, and prospective bidders, by so bidding, acknowledge that they have inspected the wines to their satisfaction and bid only as a result of their own inspection and opinion. All wine is sold as is.
4. Seller may, at any time prior to the fall of the hammer, withdraw the lot from sale.
5. Seller and auctioneers shall have the sole right to reject any bid, at any time prior to the fall of the hammer, and to reject any advance not deemed sufficient.
6. Should a dispute arise between bidders, or should the auctioneer doubt the validity of any bid, the auctioneer shall have the absolute right to resolve the dispute, re-offer, resell, or withdraw the lot in question.
7. No bid shall be valid unless acknowledged by the auctioneer. At the fall of the hammer, the highest acknowledged bidder shall be deemed to have purchased the lot and thereupon assumes full risk and responsibility therefore. Purchaser warrants that he or she will pay full price forthwith and will sign a confirmation of purchase. Seller's sole responsibility for non-delivery shall be to refund the purchase price.
8. All wines sold herein are subject to the provisions of the California Alcoholic Beverage Control Act, and are offered as sold subject to the affirmation provisions of certain states, and seller reserves the right to implement such affirmative prices by bidding through its representatives.
9. Unless proof of exemption from payment thereof is presented to seller, purchaser will be required to pay all state and local retail sales taxes applicable on the date of sale.
10. Bids which are submitted to the auctioneer in writing, by telephone during the sale, or otherwise left with the seller prior to the sale for execution at or below a specified price, are entertained and executed by the seller for the convenience of the bidders, but the seller, the auctioneers and the auction houses shall not be responsible for failing to execute such bids or for error relating to the execution of such bids. There are no reserves accepted on lots offered during this sale.
11. Travel, special events, and dinner packages expire one year from the auction date, unless otherwise specified. Additional charges such as tax, gratuities and beverages may apply to dinner packages. Please read the lot description carefully. All hotel and air travel are subject to space availability, and blackout dates may apply. The Santa Barbara Vintners' Foundation and Direct Relief International are not liable for any personal injury or property damage that may result from an auction package. Once a package has been sold, the sole contact is between purchaser and donors.

FINANCING

1. Since shipping regulations vary from state to state, any out-of-state bidder should be familiar with his or her locality. Shipping costs and insurance are the responsibility of the purchaser.
2. State and Local Sales and Use Tax: state, local, District of Columbia, and use tax laws, may apply to sales of tangible personal property at auction. These laws require the Santa Barbara Vintners' Foundation to collect from purchasers and to pay over to the relevant tax authorities, an appropriate amount of sales or use tax, applicable on the date of sale, unless exemption from sales or use tax may include, for example, and without limitation: (1) a sale of property that will be resold by the purchaser; and (2) a sale of property that will be used by the purchaser outside the jurisdiction of the state, district, or locality that imposes sales or use tax. The destination of items transported to the purchaser will generally determine the jurisdiction of use and accordingly, which laws apply. In order to qualify for exemption (1) above, a valid seller's permit must be submitted before the auction or a copy of the permit must be presented at the auction.
3. Full payment, in United States dollars, must be made at the conclusion of the auction on Saturday evening, February 20, 2010, prior to the removal of the lot. Payments may be in cash, check, MasterCard, Visa, or American Express. Seller reserves the right to resell any lot or lots for which payment has not been made at the conclusion of the auction. Any sums not paid by the conclusion of the event shall bear interest at the highest rate allowed by law.
4. Lots that have been paid for must be removed from ST3 (the Direct Relief International warehouse) at the conclusion of the dinner, February 20, 2010. If the buyer requests to have the lot shipped, shipping arrangements, costs, and insurance are the responsibility of the purchaser. Since shipping regulations vary from state to state, out-of-state bidders should be familiar with the laws of the destination locality.

SHIPPING POLICIES AND GUIDELINES

1. Any wine items not taken away the night of the auction by the winning bidder or their representative will be shipped to the winning bidder via FedEx ("Two Day Air Service") and coordinated through Vintage Logistics in Santa Barbara County, California. No other local pickup or delivery services are offered or guaranteed to be available.
2. Alcoholic beverages can only be shipped legally to a select list of state jurisdictions. A winning bidder wishing to have his or her wines transported to a disallowed state must make private arrangements to do so. Typically, one desiring to accomplish such shipping will ship to another party in a nearby, legal jurisdiction and make arrangements to receive the wines from that party. Alternatively, arrangements could be made to have the items shipped from the Licensed party providing the item to a Licensed entity (i.e., a Retailer location) in some states, but the availability of such solutions is limited and complex.
3. All wines shipped must be shipped to an address where an adult (at least 21 years of age) will be available during typical business hours to sign for the delivery. Ideally, delivery to commercial business address should be used. All packages will be clearly identified as containing Alcoholic Beverages, and require the signed release of an unintoxicated adult to assure compliance with all state and local laws.
4. All items will be shipped insured. The winning bidder must declare the value they wish to insure the items for, and will be charged \$0.70 per hundred dollars of insured value over and above the standard shipping charges.

**LOT 1****Get Biodynamic with Beckmen
So you want your OWN VINEYARD!**

Beckmen Vineyards will provide 300 Rhone variety grape plants, stakes, wire, end posts and grow tubes for your own home vineyard. Licensed landscape designer Alan Needham of Valley Gardner will provide four hours of site design consultation including drawings. Wine-grower Steve Beckmen will give vineyard planting consultation to include visit to the new vineyard site, and a vineyard tour of Beckmen's Purisima Mountain, including lunch for four at the Beckmen estate vineyard. A crew from Jeff Frey Farming will provide one day's labor to plant your new vineyard (Santa Barbara County only. Travel to Southern or Northern California at an additional expense to the buyer). This covers everything except ground preparation, irrigation design and installation. You will also receive three 30-minute videos by Steve Beckmen that include instruction on planting, training, pruning, canopy management, and biodynamic farming, all directed towards aspects of the first three years of your new vineyard.

Donated by Tom & Judy Beckmen; Steve & Susan Beckmen, Beckmen Vineyards; Jeff Frey, Frey Farming; Alan Needham, Valley Gardner

**LOT 2****From High-Tech Winery to Organic Vineyard**

Day of Wine & Food & Santa Rita Hills Vineyard for 10 people. Break-away Tours Bus leaves the offices of Direct Relief for your lunch in Buellton at Terravant's Avant Tapas and Wine bar with a menu by Jeff Olsson and wines by Fortes & Phillips. This will be followed by a tour of Terravant Winery with head winemaker Alan Phillips. From there your tour bus takes you to La Encantada Vineyard, where Richard Sanford will lead a vineyard walk and talk about sustainable growing. He and the staff at the Alma Rosa tasting room will walk you through some wine and cheese pairings. Then it's back to the Terravant barrel room for a Hitching Post wine tasting with Gray Hartley (here you will select your 10 bottles for your party favor box) followed by a short ride to the Hitching Post II Restaurant for a multi-course dinner prepared by Frank Ostini's Hitching Post and storytelling by Gray Hartley. In total, each guest will receive a full case of wine!

Date by mutual arrangement and subject to availability of winemakers and bus. Thursdays & Fridays only. Gratuities and taxes not included.

Donated by Frank Ostini; Gray Hartley; Terravant Winery; Richard & Thekla Sanford, Alma Rosa; Fortes & Phillips



LOT 3

Outstanding in the Field at Melville

An exquisite and unique evening at Melville Winery hosted by Ron and Donna Melville for eight enthusiastic people. This special occasion will feature food preparation by the dynamic duo of Emma and Justin West, owners of Julienne, the hottest new restaurant in Santa Barbara.

Justin and Emma focus solely on sourcing the bounty of local ingredients in Santa Barbara County and fully believe in the “farm for fork” mentality that eating like a locavore is vital to the community and dining experience. Emma and Justin are so stunning with their cuisine that the infamous James Beard Foundation has just given them a nod of recognition for their efforts thus far!

Working in conjunction with Emma and Justin will be Jacob Grant of Roots Organic Farms in Los Olivos, who is a well-known and highly sought-after local organic farmer. Jacob grows and provides a wide assortment of fresh and seasonal ingredients for restaurants and farmer’s markets throughout the county. Jacob will be on hand to personally explain the intricacies of growing and managing the organic produce sourced for this evening of debauchery.

The marriage of these two compelling forces will be a powerful one that will resonate deeply with your palate and soul. While already an interesting and intriguing night, the menu will then be paired with Library wines from the Melville’s own personal cellar. Perhaps the ultimate clincher for the evening is that your sommeliers and servers for this event will be provided by Chad Melville and Stephen Janes.

This includes a jeroboam of Melville Estate 2008 ‘Carrie’s’ block pinot noir signed by the Melville Family for the winning bidder to take home tonight.

Lot includes a reception, appetizers, dinner and wines for eight people. Offer expires in one year. Redeemable only on a Sunday or Monday night amenable to all parties.

Donated by Melville Winery; Restaurant Julienne; Roots Organic Farms



LOT 4

Private Visit and Lunch at Neverland Ranch

THIS IS IT! Enjoy an afternoon at Neverland Ranch for up to 12 guests. Explore the Neverland property followed by a gourmet meal prepared by a private chef on the back lawn of the main estate. Your adventure includes a one-and-half-hour tour, and having your photograph taken in front of the famous Neverland Train Station.

- Conditions: Non-transferable. No unauthorized photography. No commercial use.
- Confidentiality agreements must be signed by each person in the party
- Mutually agreed upon date for the visit.
- Expiration date: September 1, 2010.
- Date subject to acceleration based on change of ownership.

Donated by Tom Barrack, Colony Capital LLC.



LOT 5

The Stars of Hearst Castle

A Central Coast Wine Classic Package

So much great wine – so little time! Ultimate access to one of the premier wine festivals in the United States via two special packages for one couple to the 26th Annual Central Coast Wine Classic to be held July 8 to 11, 2010.

Begin your experience on Thursday, with an elegant dinner prepared by a panel of renowned chefs, presented amid the grandeur of Hearst Castle in San Simeon, with matching wines from Vintner dignitaries. Then on Friday you are off to a cooking demonstration and luncheon featuring celebrity chef Emeril Lagasse of New Orleans. Don't stop now: Next is a varietal symposium, followed by a Winery and Winemaker dinner for two at a Central Coast winery or restaurant. Saturday continues with the Rare and Fine Wine and lifestyle auctions, and a multicourse gourmet luncheon with California wines. You complete your four days of activities at the Reserve Wine Tasting on Sunday.

Donated by 2010 Central Coast Wine Classic; Archie McLaren

**To the best Papa
in the world,
Congratulations!**



We Love You,

Kiana, Sarah, Jasper, Luke, Drew, Abby and Ruthie



LOT 6

You are on “The Family Guy”!

The winning bidder on this auction lot will attend a live “table read” of the top-rated television animated comedy *Family Guy*, as well as appear in an upcoming episode. Yes, your image will be seen on the show! Enjoy one 3-liter Hitching Post Highliner, with a commemorative *Sideways* etched label signed by director Alexander Payne and winemakers Frank Ostini and Gray Hartley.

Donated by Twentieth Century Fox Television; Frank Ostini and Grey Hartley, Hitching Post Winery



LOT 7

Join a “Modern Family”

You will enjoy a walk-on role on the new hit comedy *Modern Family* plus dinner at the home of Jeanne and Gary Newman with the creator, producer and some of the cast...and, of course, Jorian Hill Wines!

Donated by Twentieth Century Fox Television; Jeanne & Gary Newman, Jorian Hill Winery

**LOT 8****Barrel of Qupé Syrah is Yours!**

The winning bidder will receive their own custom barrel of Qupé Syrah—the equivalent of 22 cases, in any combination of bottle sizes desired (standard 750ml bottles, magnums, plus 3-liter and 5-liter sizes for the cellar). The finished wine will have a custom label commemorating the 2010 Vintners' Express benefit for Direct Relief, which you can help design. This is truly one of a kind.

This custom blend will be selected at the winery, where the winning bidder and three guests will join Bob Lindquist for a private tasting and lunch. Bob will personally assist with the blend from either the 2008 or 2009 vintage (depending when this selection takes place), and will be blended from some of the best barrels of syrah that Qupé has (along with Grenache, if desired).

Donated by Bob Linquist, Qupé Winery

**LOT 9****So You Want Your Own Wine?**

A commemorative bottling of a specially created blend of 2010 wines from Hitching Post Wines, with *your commemorative blend* as the label, and Direct Relief and Hitching Post as the brand! You will receive 10 cases of the special label blend (750ml bottles) for your personal consumption, with the rest of the production to be sold at Avant Tapas and Wine Bar, the Hitching Post, and other restaurants. Lot includes lunch for four at Terravant's Avant during the fall harvest of 2010, a tour of Hitching Posts' winemaking operations, and a discussion of the blend that will be used by the winemaker/owner for your wine.

Donated by Frank Ostini and Gray Hartley, Hitching Post Wines; Terravant Winery; Terravant's Avant



LOT 10

Foxen Road to Paradise

This package is for six people, and you will be joined by the “Foxen Boys” Bill and Dick, along with Becky and Jenny, for a day of sheer bliss! Begin your journey to FOXEN in the comfort of your Grapeline Wine Country shuttle. Awaiting you will be a delectable catered lunch created by Chef Rick’s Ultimately Fine Foods at the Doré family’s Historic Rancho Tinaquaic homestead. Lunch will be followed by a vertical tasting of Foxen’s Vogelzang Cabernet Sauvignons down at the historic Foxen barn.

Next, you and your guests will head over to the new solar-powered FOXEN winery where you will sit down to a vertical tasting of FOXEN single vineyard Pinot Noirs (Sea Smoke, Bien Nacido and Julia’s) led by Bill. You’ll have time for a vineyard tour to stretch your legs and prepare for the final chapter: a four-course dinner (paired with wines from the FOXEN cellar library) in the private dining room at Brother’s Restaurant at Mattei’s Tavern, hosted by Bill, Becky, Dick and Jenny.

To top it all off is a mixed case featuring vertical selections from FOXEN’s cellar (Sea Smoke, Bien Nacido and Julia’s pinots; and Vogelzang Cabernet Sauvignon). Finally, be transported back to your home or lodging in the safety and comfort of your limo.

On a mutually acceptable day for Foxen and the winning bidder.

Any day except Saturday.

Donated by FOXEN Winery and Vineyard; Rick & Cathy Manson of Chef Rick’s; Matt & Jeff Nichols of Brother’s at Mattei’s Tavern; Grapeline Wine Country Shuttle

The American Riviera Wine Auction
thanks our generous champagne sponsor



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**Santa Barbara County wines
deserve the best glass possible.**

Cheers to Steelite USA,
proud importer of RONA 5 Star Glass,
for their generous sponsorship.



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LOT 11

**Clendenen Family Fundraising Dinner
for Direct Relief International**

★ **“Rise Up Big for Texas”** ★

The 4th Biennial Bonaccorsi Dinner

Saturday, August 7, 2010

6:00 PM at Rancho La Cuna

In honor of our great and enduring memories of Michael Bonaccorsi, the late Santa Barbara winemaker and noted Master Sommelier, some of the greatest chefs of the great state of Texas will prepare an unequalled menu of world-class courses to benefit Direct Relief International. The meal will include wines from Michael’s friends, Au Bon Climat, Clendenen Family, and Jim Clendenen’s private cellar. The dinner will take place at Rancho La Cuna in Los Alamos for up to 100 people, with music (some of the chefs are musicians, with friends in the area), winetasting, and fine dining. So far we have commitments from Dean Fearing of Restaurant Dean Fearing, Ritz-Carlton, Dallas; Robert Del Grande, RDG Houston; Kent Rathbun, Abacus, Dallas.

More luminaries are yet to be announced.

- **Multi-course chef-prepared dinner on Saturday, August 7, 2010 at 6 :00 PM**
- **Texas Superstars cooking and singing**
- **Hosted by the Clendenen Family at Rancho La Cuna with superlative views and wine**
- **10 tables at \$10,000 each, or \$1,000 per dinner**
- **Proceeds to benefit Direct Relief, the best nonprofit in the USA!**



LOT 12

A Dream Vacation in Deer Valley

Escape to a one-week stay at Deer Lake Village and snuggle into a luxurious condominium (separate house). It sleeps four (with two bedrooms, two fireplaces and hot tub). Take home your mixed case of Curtis wines tonight – enough wine to plan your entire vacation getaway! Not available during Christmas holidays.

Expires February 20, 2011

Donated by Kate & Brooks Firestone, Curtis Winery



LOT 13

Escape to Santa Fe's Wine and Chile Fiesta

Stay in a cozy two-bedroom cottage in the heart of Old Town Santa Fe, walking distance to the Plaza (arriving September 21 and departing September 26, 2010). Yes, that is the week of the incredible Santa Fe Wine and Chile Fiesta; in 2009, 103 wineries and 75 restaurants participated and there were 52 winemaker dinners spanning three days. This package includes two tickets to the Grand Tasting on Saturday, September 24th and a case of wines from Cold Heaven to take home with you tonight!

Donated by Tag and Ann Chapman; Morgan Clendenen



LOT 14

Paradise at Playa del Carmen, Mexico

One-week stay in two-bedroom, two-bath condominium on the ground floor in Playacar at Playa del Carmen in the Mexican Yucatan. Amenities include a swimming pool and tennis court, and a guest pass to the Reef Club on the beach. The Reef Club also includes the Golf Club.

Enjoy a 5-liter bottle of Qupé 2006 Syrah “Bien Nacido Hillside Estate” signed by winemaker Bob Lindquist.

Donated by Teresa McWilliams



LOT 15

The Magical Evenings of San Miguel de Allende, Mexico

Enjoy Casa Kate & Emma for a relaxing one-week stay in this lovely colonial jewel. The UNESCO World Heritage Site is known worldwide for its mild climate, thermal springs and colonial-era architecture. The home has three bedrooms, two baths and sleeps four to five people. Explore the town, founded in 1542, and enjoy the peaceful Mexican Altiplano (high plains) environs. Includes two magnums of Brander 2005 Cabernet Sauvignon Reserve.

Not available Christmas, Thanksgiving and Spring Break.

Donated by Margaret & Steven Spencer; Scott & Kirkley Wilson; Brander Vineyard



LOT 16

Costa Rican Escape

Enjoy one week in a luxurious three-bedroom villa set amid the trees and above the beaches at the Four Seasons Resort Costa Rica at Peninsula Papagayo. The large, tastefully appointed villa (with its own infinity plunge pool) is a short walk from the resort's pools, beaches, restaurants and spa, and your stay includes full access to the Four Seasons' incredible resort facilities.

Not available March 27-April 11, 2010; June 12-September 8, 2010; November 12-19, 2010; November 20-28, 2010; December 18, 2010-January 2, 2011; one additional blackout week, at owner's request, to be determined.

Donated by Martin Gore of Depeche Mode



LOT 17

French Wine Country

Imagine your four nights' stay in Bordeaux at Chateau de Castelneau for four people (two couples, two rooms). This classic Bordeaux estate, located roughly 20 miles east of the town of Bordeaux in the village of Saint Leon, offers the real French wine country experience. You will enjoy dinner at the chateau with the viscount who owns the estate and sample the wines produced under the Chateau de Castelneau label. In addition, we have added two optional wine tasting opportunities at two other chateaus in Bordeaux. Finally, to celebrate your successful bid tonight, enjoy a magnum of 1999 Phillipponant Clos des Goisses Champagne!

Date Certain: June 14-17, 2010

Donated by Helga Morris; Morgan Clendenen; ExCellars Wine Agencies, Inc.



LOT 18

Let's Go Play at Kobe's House!

Yes, your own sky box at Staples for an evening of basketball with the world champion LA Lakers. There are twelve seats in this sky box and you get to fill every one of them. The package includes VIP parking for two cars.

Date Certain: March 19, 2010

Opponent Certain: Minnesota Timberwolves

No food or beverage included.

Includes a six-pack of Carhartt Vineyard and Winery vertical of estate merlot 2002, 2003, 2004, 2005, 2006, 2007

Donated by Staples Center; Bob Nakasone; Carhartt Vineyard and Winery



LOT 19

The Wide World of Wine... Gainey Vineyard and New West Catering

Your choice of one of these two lots for 8 people

Option A: Gourmet picnic lunch prepared by Jeff and Janet Olsson of New West Catering at the Gainey ranch. A horse-drawn hayride through the vineyard ends at the homestead, where a barn built in the 1890s will be the remote and exclusive location to enjoy lunch paired with special Gainey Vineyard wines.

Option B: A tour and tasting of Gainey Vineyard wines at our Spanish-style tasting room, featuring current releases and a special Barrel Tasting with a souvenir wine glass for each guest. The private new club room will be set for you and your guests to be treated to a gourmet dinner prepared by New West Catering and paired with Gainey Vineyard wines.

Donated by Gainey Vineryard; Jeff and Janet Olsson, New West Catering



LOT 20

A Day in the Wine Country

by Sierra Madre Vineyard

Accommodations for four people, two rooms overnight in either Solvang or Santa Maria, set the stage for a wonderful experience. Spend a day at Sierra Madre Vineyard with owners Doug and Jan Circle and winemaker Steve Rasmussen, who will lead you on a tour of the vineyards, plus wine-tasting and lunch featuring a barrel tasting of individual clonal selections (subject to date of visit). Cap off the evening with dinner for four in Santa Maria hosted by Sierra Madre Vineyards. You will take home a signed magnum of Sierra Madre Vineyard 2007 Pinot Noir.

*Please allow a minimum of two months lead time for scheduling your trip.
This offer expires in March 2011.*

Donated by Doug and Jan Circle



LOT 21

SBCVA Board Package

The Board of the Santa Barbara County Vintners Association offers this splendid package in honor of Direct Relief International:

Babcock Winery – one case **2009 Pinot Gris** *Naughty Little Hillside*s, Estate Grown, Sta. Rita Hills (from a section of vineyard that yields one ton per acre).
Consilience – 6 bottles each **2005 Grenache** *Rodney Shull Vineyard* (smoky character with black currant, blackberry and cherry notes) and **2006 Viognier**.

1. **Core Wines** – 6 bottles each **2006 Hard Core** (luscious and hearty “Aussie” / Rhône blend – with that touch of Cabernet) and **2006 Kuyam 13 Moons** (all but one of the five Bordeaux varieties – from the Santa Barbara Highlands)
2. **Dierberg/Star Lane** – one case of **2005 Star Lane Cabernet Sauvignon** *Food and Wine Magazine’s “Best New Cabernet Sauvignon”*
3. **Dragonette Cellars** mixed case - 6 bottles **2008 Santa Ynez Valley Sauvignon Blanc** and 6 bottles **2007 Santa Ynez Valley Syrah**.
4. **Lucas & Lewellen Vineyards** - one case **2006 Cabernet Sauvignon** “Clone 6.”
5. **Roblar Winery** – one case **2006 Santa Ynez Valley Cabernet Sauvignon**
6. **Sanford Winery** - one case of **2007 La Rinconada Vineyard Pinot Noir**.
7. **Tre Anelli** – 6 bottles each of **2006 Sangiovese** (quintessential Italian food wine – ripe raspberry, dried rose, hint of spice) and **2006 Pinot Grigio** (refreshing and crisp – excellent with light snacks)
8. **Zaca Mesa Winery** 3 bottles (750ml) of each of the last four vintages of **Syrah, 2003-2006**. Zaca Mesa was the first to plant Syrah in Santa Barbara County in 1978.

...and if the winning bid exceeds \$4,500, Roblar Winery will add a dinner for 12 in their beautiful “Barrel Room”!

Donated by Babcock Winery; Core Wines; Dierberg/Star Lane; Dragonette Cellars; Lucas & Lewellen Vineyards; Roblar Winery; Sanford Winery; Tre Anelli; Zaca Mesa Winery



Valuing Partnerships



For more than a century, Abbott and the Abbott Fund have been working with their partners to improve the health and lives of people around the world through innovative and empowering programs that expand access, advance education and build vital communities.



The American Riviera Wine Auction
generously thanks the following donors and supporters

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Amber Thayer Designs	Jaffurs Wine Cellars
Ampelos Cellars and Vineyards	Erik Johnson
Judy and Bruce Anticouni	Peggie Jones
Au Bon Climat	Jorian Hills Winery
Ballard Inn	Lane Tanner Winery
Tom Barrack	Bob Lindquist
Beckmen Vineyards	Longoria Wines
The Beckmen Family	Sierra Madre Vineyard
Brander Vineyard	Rick and Cathy Manson of Chef Rick's
Breakaway Tours	Archie McLaren
Brothers at Mattei's Tavern	Teresa McWilliams
Deborah and Ken Brown	Melville Family
Ken Brown Wines	Melville
Buttonwood Farm Winery & Vineyard	Metropolitan Theatres Corporation
Carhartt Vineyard & Winery	Mari Mitchel
Central Coast Wine Classic	Helga Morris
Sarah Chamberlain	Robert C. Nakasone
Ann and Tag Champman	National Charity League
Chuck's of Hawaii Santa Barbara	Alan Needham of The Valley Gardener
Cimarone Estate Wines	Jeanne and Gary Newman
Morgan Clendenen	New West Catering
Jim Clendenen	Jeff Nichols
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Fess Parker Winery & Vineyard	Santa Barbara Vintners' Foundation
Fiddlehead Cellars	Sings Like Hell
Kate and Brooks Firestone	Anita and Eric Sonquist
Flying Goat Cellars	Margaret and Steven Spencer
Fontes & Phillips	Staples Center
FOXEN	Steelite
Jeff Frey of Frey Farming	Tantara Winery
Gainey Vineyard	Tensley / Lea Wines
Kate and Dick Godfrey	Terravant Winery's Avant Tapas and Wines
Martin Gore	Terravant Winery
Grapeline Wine Country Tours	Twentieth Century Fox Television
Gray Hartley	Verdad
Hella-Barbara Rank	Sherry and James Villanueva
Priscilla and Roger Higgins	Kenneth Volk Vineyards
Roger and Robin Himovitz	Becky Barieau and Bill Wathen
Hitching Post II Restaurant	Whitcraft Winery
Hitching Post Wines	Scott and Kirkley Wilson
Jim Jackson	Peter Work



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Baxter employees around the world apply their expertise in biotechnology, medical devices and specialty pharmaceuticals to develop innovative treatments and therapies that make a difference in patients' lives.

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Notes

We would like to thank the
**Santa Barbara County Vintners'
Association,**
and offer congratulations to
Direct Relief International for the
outstanding work that they do
throughout the world.
We are very proud to support
these organizations.

Tom & Judy Beckmen



