



The Sierra Madre Chamber of Commerce Wistaria Festival 2010

The Sierra Madre Chamber of Commerce

Invites you to the

Wistaria Festival Media Event*

Monday, March 8th, 2010

8:30am to 11am

An opportunity to view and photograph the “World’s Largest Blossoming Plant”

Exclusive Press Access, no crowds

Ideal foothill village location for live remote broadcast

Learn the history of the vine from Sierra Madre expert and historian Phyllis Chapman

Meet the owner of one of the properties on which the 116-year old vine sits

Live entertainment by one of the Festival performing artists

Continental Breakfast

Contact *Tiffany Bailey* at 626.355.5111 or info@SierraMadreChamber.com or
Bill Coburn at 626.355.4972 or BillCoburn@SierraMadreChamber.com
for the address and directions to the event.

**Prelude to March 14th Wistaria Festival featuring 150+ artisans
and food vendors, as well as one dozen musical acts performing
at five outdoor venues*

Documents in this file are available in Word and Text format upon request. High resolution files of enclosed and other Vine and Festival images available upon request. Video available upon request.

**PLEASE NOTE – IF YOU ARE NOT A MEMBER OF THE PRESS AND YOU
SHOW UP FOR THIS EVENT, YOU WILL BE TURNED AWAY**



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Wistaria Festival 2010

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The Sierra Madre Chamber of Commerce Wistaria Festival 2010

- Who:** Sierra Madre Chamber of Commerce
- What:** One-day annual Festival celebrating the Guinness Book certified "World's Largest Blossoming Plant." Featuring tours of the vine, arts and craft fair in the Village, live musical entertainment, a kids' zone, dining al fresco at local restaurants as well as food vendors in the park. KOLA 99FM morning personality Brian Casey will be doing a remote broadcast from the downtown area.
- When:** Sunday, March 15, 2009
Festival hours: 9am to 5pm
Vine Tours: 9am to 4pm
- Where:** The festival takes place in the Sierra Madre downtown area, a charming village atmosphere that looks much the same today as it did in the early 20th century. The vine is on the property of two private residences. Note: *Grounds are on private property; access incompatible for people with limited mobility. Wheelchairs, strollers not allowed.*
- Why:** The "Lavender Lady" is 116 years old!
- How:** Take the 210 freeway to Baldwin Ave., head north towards the mountains. The festival is in downtown Sierra Madre, free of charge. The vine is up in the hills, we recommend you take the shuttle. Tickets are \$10.00 pre-sale, \$15 the day of the event. Tickets can be purchased online at www.WistariaTickets.com, or at the Chamber office, 37 N. Auburn Ave., Sierra Madre. The Gateway Coach shuttle will be available free of charge this day only to transport attendees roundtrip from the Sierra Madre Villa Station of the Gold Line to downtown Sierra Madre, from 10am to 6pm. Reduced rate reservations and event shuttle for Wistaria attendees are available at the official Host Hotel of the Wistaria Festival, the Doubletree Hotel in Monrovia (626) 357-1900.
General Festival Information: www.WistariaFestival.com



The Sierra Madre Chamber of Commerce Wistaria Festival 2010

Sierra Madre Celebrates Annual Wistaria Festival

Thousands come to visit the annual festival celebrating this breathtaking vine!

The Guinness Book of World Records has named the Vine as the World's largest flowering plant. It is estimated that at the height of bloom it has 1.5 million blossoms with 40 blossoms per square foot, a weight of 250 tons and has branches that extend 500 feet. In 1918, 12,000 people attended the first public Wistaria Festival. In the 1930s, a 6-week Wistaria event took place, with more than 100,000 people making the trip to see the vine. Extra "Red Cars" were put on the Pacific Electric route to Sierra Madre to handle the crowds. In 2009, the crowd was estimated at 13,000 people, and in 2007, one young resident chose it as the very special location at which he and his girlfriend became engaged to be married.

Extraordinary Art, Fine Crafts and Vendors

Each year, people from all over the world visit Sierra Madre to enjoy the work of nearly 150 juried artisans and craftsmen, dynamite music, fabulous food and drink, and a variety of fun for the whole family. Sierra Madre's Wistaria Festival has a well-earned reputation as a world-class event. Stroll through Kersting Court, up Baldwin Ave. and across Sierra Madre Blvd, as the charming village downtown area becomes an Art Faire where festival-goers will find hundreds of hand crafted items by the very best artists and craft makers while browsing among 150 booths featuring original work in clothing, jewelry, paintings, wood objects, fiber arts, garden art and other gift items.

Dynamite Live Music

A dozen musical acts at five outdoor venues will play blues, bluegrass, classical, jam, and acoustic rock - a wide ranging musical mix on stage and street. Entertainment Tim Tutwiler has pulled together an entertainment lineup for the downtown area (featuring mostly local musicians) that ranges from solo acoustic guitar and vocals, to blues rock, country rock and more. At the vine, the more tranquil musical selections will include classical guitar and harp performed by local musicians.

Fabulous Food and Drink

Sierra Madre is blessed with a wonderful selection of restaurants featuring outdoor dining, including a variety of international flavors, Mexican, Italian, Thai, and California Continental cuisines, complemented by several types of American cuisine and even a Sushi spot. During the festival, you'll find several food vendors in the park, including delicious BBQ, corn on the cob, empanadas, kettle corn and more. There's a local pub, restaurants with full cocktail service, beer and wine establishments, and delicious margaritas to satisfy your mood.

Local Non-Profits

The Rotary Club will be serving tri-tip, the Garden Club will sell plants, the five years in a row award-winning Rose Float Assn. will be on hand, the world famous Sierra Madre Search and Rescue Team will have a display, and other local organizations will be on hand, to showcase all that the volunteers of these organizations do.



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Sierra Madre's 116-Year Old Wistaria Vine By Phyllis Chapman



In 1894, William and Alice Brugman purchased a home on what was then called Piedmont, which is now called W. Carter Ave. The house had been built one year before by builder Amos Trussell for his daughter Winona and son-in-law Edward B. Jones when they married. It was the first wedding celebrated in early Sierra Madre. The Trussells and the Jones had a change of plans, sold to the Brugmans and moved away.

To enhance her new home, Alice Brugman and her neighbor Mrs. W. B. Crisp, drove by horse and buggy to the R. H. Wilson Pioneer Nursery in Monrovia and for \$.75 purchased a gallon can of wistaria. It was the Chinese Wistaria variety (*Wisteria sinensis*). She planted it in a corner of her front porch remarking to her neighbor: "They say Wistaria grows fast." And grow it did.

Mr. Brugman, a mining engineer, was in Mexico when the vine was planted. He died in 1899 and Mrs. Brugman sold the home in 1906. The property changed hands until it was purchased in 1913 by Henry T. and Estelle Fennel. Mr. Fennel, who was a bit of a horticulturist, loved the vine, and gave it devoted care, even building support trellises.

Although the Wistaria is a vigorous grower, the added support of the trellises may have contributed to this vine's phenomenal growth. The arbors prevented the end tendrils from hanging down and causing the tender terminal buds to die from the added weight. Wistaria requires good drainage, certainly provided by this hilly, terraced location. There may also be an underground spring

providing water to the tap root.

The vine eventually destroyed the original home, growing into the walls and fireplace and causing the roof to collapse. Mr. Fennel built a new home 200 feet to the north (the present upper home) and trained the vine to grow up to, but not covering the new residence. A portion of the foundation of that original home was saved to continue to provide support for the vine as its branches extended such a distance. When the vine was in bloom, the Fennels would invite friends to come and enjoy the blossoming plant. Visitors also came from Pasadena's main hotels: The Green, The Huntington, and The Raymond. In 1918, the Fennels opened the vine to the Sierra Madre Chapter of the American Red Cross, which sponsored a very successful fundraiser to help the war effort. 12,000 people attended the event. This was the beginning of many Wistaria festivals that took place year after year. Sierra Madre became known as the Wistaria City. Many local organizations, including the Board of Trade (now the Chamber of Commerce), the Woman's Club, the Masons and Eastern Star, the Sierra Madre Volunteer Fire Dept., etc. were involved.

Many homemade items, fancy work, ceramics, artwork, gift books, and Wistaria fragrancd perfume, hand lotion and bath salts were sold at booths under the vine. Luncheons and teas were served, often with young Japanese women wearing their kimonos.

The hard work and money earned at the vine by the Woman's Club paid off the mortgage of their first clubhouse. One year the Fire Dept. parked 30,000 cars on the parking lot that existed in Floral Canyon. (This is now Sierra Meadow Dr.). Easter sunrise services were among vine activities. People came from all over the world and extra street cars were added to handle the crowds. Among the famous were Fritz

Kreisler, Janet Leigh, Mary Pickford, and Norman Rockwell. These two helped select the festival's Wistaria Queen. Packard Automobile Co. used the vine as a backdrop to advertise its automobile.

On December 5, 1936, Carrie Ida Lawless purchases the vine property from Mrs. Fennel, who was now a widow, for \$17,000.00. December 5th was Mrs. Lawless' birthday, and according to one account, she was making a present to herself of the world's largest bouquet. Also a widow, her husband William J (Bill) Lawless was mayor of Sierra Madre during 1928-29. She, herself, was a successful businesswoman having founded the Weaver Jackson Beauty Co. in Los Angeles and was active in the community, serving as president of the Woman's Club and the Garden Club.

Mrs. Lawless spent a small fortune (around \$100,000) enhancing the grounds of her new property and caring for the vine. When the festivals were held they often lasted for the weeks the vine was in bloom, not just for one day. Mrs. Lawless, a patron of the arts, also sponsored vine activities all year long. She hosted art exhibits, musicales, and poetry readings. Nearby residents objected to the constant activity and took their complaints to the City Council. Nothing was done as Mrs. Lawless presented the argument that the vine existed before these neighbors purchased their properties.

In recognition for her contributions to the community, the Garden Club planted another Wistaria in the terraced garden on the west side of what is today the Solt's garden. It blooms a bit later than the original vine and the plaque commemorating the occasion is gone.

When Mrs. Lawless died in 1942, she provided for the vine by leaving a legacy to her nephew and heir, Bruce McGill, to continue care of the property with a committee headed by the Garden Club President. In 1944, the property was purchased by Richard and Marian Thayer. Marian is the daughter of M. Penn Phillips, a well-known developer of desert property. In 1944 the vine was overgrown and in poor condition. Richard Thayer planned to chop it up and get rid of it. A protest was raised and an association was formed to protect the vine, with money provided to pay property taxes and provide year-round care for the vine.

In 1961, after Richard Thayer died, the lot was split. Marian married builder Ronald Cook who developed the west side of the property with homes and built the present Solt home for he and Marian in 1962. The upper home was sold to Joseph and Marie Feeney who raised eight children there. In 1972, Ron and Marian sold the lower home to Bob and Nell Solt. In the late 1990s, Joe Feeney died and Maria sold the property. It was purchased in 2003 by the present owners, Dan and Dana Dorrance.

By the 1970's Vine Festival activity had about ended. It started up again in the late 70's when sponsored for one day each year by the Chamber of Commerce. The Sierra Madre Beautification Committee was the yearly sponsor in the 1980's. Approximately 500-600 people attended the festival each year. In the spring of 1989, Huell Howser came to film the vine for his program Videolog, which aired on KCET. The next year, approximately 6,000 people came to view the vine. The festival organizers were unprepared for such a turnout; lines stretched for two blocks. Howser returned in 1992 to film again for his California Gold program. Sierra Madre and the Chamber of Commerce quickly organized and combined the annual Vine viewing with a downtown street fair. A shuttle bus is provided, and people procure tickets to see the vine at a pre-scheduled time.

Guinness Book of World Records has named the Vine the World's largest flowering plant. It is estimated that at the height of bloom it has 1.5 million blossoms with 40 blossoms per sq. ft., weighs 250 tons and has branches that extend 500 feet. Wistaria is a member of the pea family though its seeds resemble a flat bean. Seed pods burst open in the summer. The plant is deciduous, losing its leaves in the winter. Wistaria seeds were brought from China by Marco Polo in the 13th century.

Today, the vine covers approximately one acre. Over the years, it has shown distress and seemed to be dying. Experts have been brought in from Cal Tech, Occidental, and Cal Poly Pomona. Correct pruning, treatments with hormones, and vitamin B have helped the vine to recover and to flourish. To help maintain the Vine's health, records of vine growth and care are now kept on a computer log. The Vine seems to produce its greatest flowering after a cold winter followed by a sudden hot spell.

What is the correct spelling for wisteria—wisteria or wistaria? In the Sunset Western Garden Book it is spelled wisteria. Sierra Madre has always spelled it wistaria. According to L. A. County Arboretum and Botanic Garden senior biologist Jim Bauml and Librarian Joan De Fato, the plant was named to honor Caspar Wistar (1761-1818), an American physician and teacher, who taught at the University of Pennsylvania. Among his accomplishments, he wrote the first text-book on anatomy. When the name of the genus Wisteria was put into the books, it was incorrectly spelled, says De Fato. So, one could say that all along, Sierra Madre has correctly spelled Wistaria.



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2010 Wistaria Festival Entertainment Lineup

Vine Stage

9am – 11am

Ron Longo, Harp

11am – 1pm

Michael Zubia, Classical Guitar

1pm – 3pm

Ron Longo, Harp

3pm 5pm

Michael Zubia, Classical Guitar

Memorial Park

12noon – 1:30pm

Horses on Astroturf

1:30 – 3pm

Snotty Scotty and the Hankies

3pm – 5pm

Dirty Dave & The Dynamites

Charcuterie

12noon – 2:15pm

Ocho X

Charcuterie (Cont.)

2:30 – 5pm

Thelonius Dub

Jailhouse Inn Stage

12noon – 1:15pm

Vin Fiz Flyer

1:30pm – 2:45pm

Joe Ely

3pm – 5pm

? and The Wistarians

Kersting Court Stage

11am – 1pm

**LIVE RADIO PROMO – Brian Casey
and KOLA 99FM**

1pm – 2:45pm

Crown City Blues Band

3pm – 5pm

Murphy's Flaw

Stages/times/acts subject to change without notice.
Order posted above not necessarily representative of order of performance.

Entertainment Chair: Tim Tutwiler

Sierra Madre, California.

The Sierra Madre Chamber of Commerce and the U.S. Postal Service announce a special postmark cancellation to celebrate the Sierra Madre Wistaria Festival.

This special postmark will be available at:

Event: The Sierra Madre Wistaria Festival,
Date: Sunday, March 14, 2010
Hours: Open 11 A.M. to 3 P.M.
Location: The Wistaria Festival Postal Station at Kersting Court in Sierra Madre
Located at Sierra Madre Boulevard and Baldwin Avenue.



Bring postcards or letters and mail them from this special event post office and your friends will be surprised when they receive mail with this extraordinary postmark.

This postal cancellation has been announced and printed in the U. S. Postal Bulletin which is distributed world wide. To accommodate collectors from out of the area, the Sierra Madre Post Office will cancel postcards and letters upon request with the Wistaria Cancellation for 30 days after the event. To postmark a letter after the event go to Sierra Madre Post Office and request the Wistaria Postmark on your mail.

For more information contact:

The Sierra Madre Chamber of Commerce (626) 355-5111
e-mail Info@sierramadrechamber.com
U.S. Post Office Sierra Madre, California 91024



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Ham Operators to Assist with Wistaria Festival Logistics

The Sierra Madre Emergency Communications Team (SMECT) will be on hand at the Wistaria Festival, helping to keep operations running smoothly. SMECT is a group of approximately a dozen local FCC licensed Amateur Radio (Ham) Operators. They also help provide communications - as extra "eyes and ears", for the Mount Wilson Trail Race, the 4th of July Parade, and the Halloween festivities on East Alegria every year. In addition, they support the Sierra Madre Chamber of Commerce during the Wistaria Festival by providing communications between the Chamber and the Vine and coordinating the busses and crowd control.

In addition to the very necessary but somewhat mundane tasks of helping with the logistics of the aforementioned events, SMECT provides an invaluable service to the residents of Sierra Madre during emergencies. They are on-call for the Sierra Madre Police and Fire Departments and have helped the city during the fires in the hills to the north of Sierra Madre and mud slides following those fires.

The SMECT Mission: To provide supplemental communications for the City of Sierra Madre

The Sierra Madre Emergency Communication Team was established and authorized by the Sierra Madre Emergency Communication Team Charter presented to the Sierra Madre City Council, at the May 2000, meeting. SMECT is assigned by the SM Disaster Plan to support the SMPD. Therefore SMECT activation will be initiated by the Sierra Madre Emergency Operations Center (EOC).

Their service as "personnel locators" and "portable communicators" make these amateur radio operators extremely valuable during a disaster. To quote the FCC's Riley Hollingsworth, Amateur Radio is "the only truly fail-safe communications service on the planet Earth"

As communicators, they are flexible and creative enough to respond to the unique circumstances of each emergency. Except for one City owned radio that will be in the new EOC, all equipment is owned and maintained by SMECT members.

There are a number of possible emergencies that may require the Sierra Madre Emergency Communications Team support such as:

- Earthquake
- Major Fire
- Wide Spread Power Outage
- City Communication Equipment Failure or Overload
- Major Windstorm and/or Flooding
- Missing Person
- Civil Disturbance

But Wistaria weekend, they will be operating behind the scenes, monitoring emergency communications, shadowing the Wistaria Chair and assisting with communication between the volunteers and the Chair, and stationed at the Vine and the Shuttle pick up point. Simple things like communication between these two locations can make this event more enjoyable for all. For instance, if there is a bus waiting at the vine for people to come on board, but no one is, and at the same time the line at the pick up point has grown due to a sudden influx of people, communication between these two points by the ham operators can lead to the empty bus moving down to the pick up point for better utilization of the resource.

The logistics of transporting two to three thousand people back and forth from the vine to the festival in just a few hours can be a daunting task. But thanks to the ham operators, it doesn't have to be as daunting as it once was.



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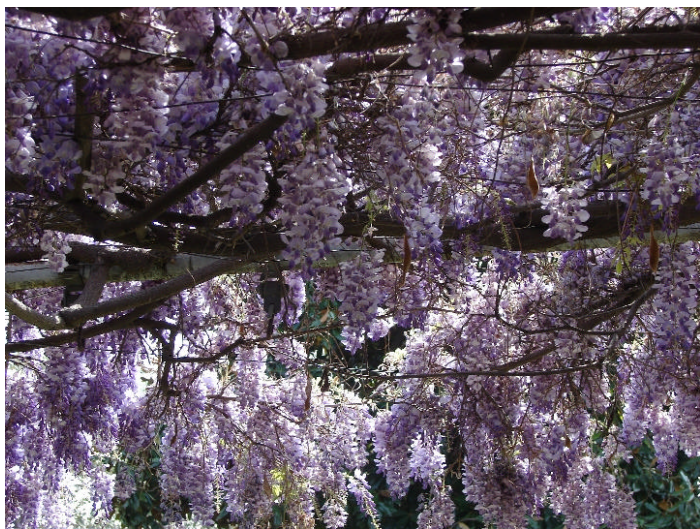
SIERRA MADRE



Vine and Festival Photos by Bill Coburn, high resolution images available in .tif, .jpg, .bmp and .pdf format



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WISTARIA FESTIVAL



Vine and Festival Photos by Bill Coburn, high resolution images available in .tif, .jpg, .bmp and .pdf format



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The Sierra Madre Wistaria Festival is sponsored by:



**Sierra Madre
Chamber of Commerce**

2010 Festival Sponsor



Arcadia Association of REALTORS®

Brugman Sponsors



Grand Pacific Resorts



Southern California Edison

Host Hotel



Doubletree Hotel, Monrovia
For special Wistaria Festival Room Rates,
call (626) 357-1900
Group Name: Wistaria Festival

Friends of the Wistaria Festival
Butterfly Effect Day Spa



The Sierra Madre Chamber of Commerce Wistaria Festival 2010

Local Dining

Barney's Only Place in Town

110 W. Sierra Madre Blvd.,
Sierra Madre, CA 91024
Phone: (626) 355-3502

Beantown Coffee Bar

45 N. Baldwin Ave.,
Sierra Madre, CA 91024
Phone: (626) 355-1596 Fax (626)
355-3034

Cafe 322

322 W. Sierra Madre Blvd.,
Sierra Madre, CA 91024
Phone (626) 836-5414

Casa Del Rey

31 N. Baldwin Ave.,
Sierra Madre, CA 91024
Phone: (626) 355-6060

Charcuterie

120 W. Sierra Madre Blvd.,
Sierra Madre, CA 91024
(626) 355-3908

Cold Stone Creamery

7 Kersting Court,
Sierra Madre, CA 91024
Phone: (626) 355-7000

Corfu

48 W. Sierra Madre Blvd.,
Sierra Madre, CA 91024
Phone: (626) 355-5993

Domino's Pizza

17 Kersting Court,
Sierra Madre, CA 91024
Phone: (626) 355-0033

Four Seasons Tea Room, The

75 N. Baldwin Ave.,
Sierra Madre, CA 91024
(626) 355-0045

Kentucky Fried Chicken

345 W. Sierra Madre Blvd.,
Sierra Madre, CA 91024
Phone: (626) 355-4388

Lucky Baldwin's Delirium Cafe

21 Kersting Court,
Sierra Madre CA
Phone: (626) 355-1140 • Fax: (626)
836-6688

Mary's Market and Cafe

561 Woodland Drive,
Sierra Madre, CA 91024
Phone: (626) 355-4534

Mountain View Restaurant

24A Sierra Madre Blvd.,
Sierra Madre, CA 91024
Phone: (626) 355-1324

Restaurant Lozano

44 N. Baldwin Ave.,
Sierra Madre, CA 91024
Phone: (626) 355-5945

Starbucks Coffee Company

1 Kersting Court,
Sierra Madre, CA 91024
Phone: (626) 355-8222

Sierra Juice Company

1 Kersting Court,
Sierra Madre, CA 91024
Phone: (626) 836-1293

Sierra Madre Pizza Company

181 W. Sierra Madre Blvd.,
Sierra Madre, CA
(626) 355-6058

Thai in Sierra Madre

85 W. Sierra Madre Blvd.,
Sierra Madre, CA 91024
Phone: (626) 355-1616

Ugo's Deli Bakery Cafe

74 W. Sierra Madre Blvd.
Sierra Madre, CA 91024
(626) 836-5700

Village Pizzeria

41 N. Baldwin Ave.,
Sierra Madre, CA 91024
Phone: (626) 355-8817

Wildflour Baking Company

328 W. Sierra Madre Blvd.,
Sierra Madre, CA 91024
Phone: (626) 355-9000