



# Jewish Vintners Celebration

Connecting With Our Roots

May 10, 2008

Dear Friends,

**The 2008 Jewish Vintners Celebration will take place June 20-22, 2008.** This year, the gala fund-raising weekend includes the Summer Solstice – the longest day (for tasting wines) and most magical evening (more wining! dining! bidding!) of the year. We are looking forward to a glorious weekend centered around food and wine, history and camaraderie.

Last year's celebration funded organizations that support and enrich Jewish education, culture, and other programming throughout the Napa Valley. Congregation Beth Sholom was the largest beneficiary, as it had been the previous year, receiving \$35,000. Other grantees included the Jewish Historical Society of Napa Valley and The Table, Napa's program to feed the hungry, at which members of our congregation have volunteered for years, practicing *tikkun olam* close to home.

One of the highlights of last year's festivities was the presentation of the first annual Al Brounstein Meritorious Service Award. Recipient Art Finkelstein was widely toasted for his long-standing and far-reaching contributions to both the wine industry and the Jewish community.

This year's recipient is our own Ernie Weir, President of Congregation Beth Sholom and Founder & Winemaker of Hagafen Cellars. We invite you to place a congratulatory message to Ernie in the Tributes section of the Jewish Vintners Celebration program book. We encourage you to be creative, with a proverb or rhyme, an anecdote or illustration. Your sentiments will become part of Ernie's memories of receiving this award. (See pages 3 & 4 of this letter for examples from the 2007 Tribute book.)

For "prompt responders," we will be pleased to typeset and lay out your tribute for you. To have your Tribute put together (*takka* coordinated!) by us, please submit all copy (plus art or photos) by **May 23, 2008**. Or, if you prefer, you can design your own tribute and email us the completed Tribute by **June 2, 2008** as a PDF. The Tribute form is *an interactive document*. You may: 1. Open it with Adobe Reader 2. Fill it out 3. Save it as a PDF 4. Email the form back to us at [bethkellman@jewishvintners.org](mailto:bethkellman@jewishvintners.org) 5. If paying by check, please mail it separately. **OR**, you may use the "non-digital" method and print it out and return via the US Mail. If you have any questions, please call or e-mail Donna Mendelsohn at 259-5332 or [donna@dmendee.com](mailto:donna@dmendee.com).

L' Chaim!

Donna Mendelsohn  
The Tribute Committee



**Write a Tribute to  
Ernie Weir  
for the Jewish Vintners Celebration**  
Recipient of the Al Brounstein Meritorious Service Award 2008

*You can express yourself in a quarter page  
And write a tribute that is thymely or sage.*

*Or compose a robust toast that's on half a page,  
With joy overflowing on the humorous gauge!*

*Or rise up and put your tribute on center stage,  
And show a large photo when you take a full page!*

*We'll quickly crush any tribute tribulation,  
Offering options for your consideration.*

*Here's a small menu of tasty fonts and borders,  
Tell us your choices, we'll follow your orders.*

*When you send in your tribute, we'll cut and  
we'll paste,  
We'll typeset it for you, and then season to taste.*

*And if you'd rather design your tribute yourse'f,  
Please send it to us as a fresh pdf!*

<b>Page Size</b>	<b>Dimension</b>	<b>Cost</b>	<b>Deadlines</b>
Patron	7.5"x 10"	\$500.	We will lay out the Tribute - <b>May 23</b>
Half	5"x 7.5"	\$250.	Tribute "camera-ready" - <b>June 2</b>
Quarter	3.5"x 5"	\$100.	See Tribute Form for further details

Here are examples of half page tributes from last year. Use them as a guide as you design your tribute for 2008.

WHO IS HONORED? HE WHO HONORS.

MISHNA: ABOT 4.1



The Jewish Historical Society  
of Napa Valley

**A**rchitect of superb wines who has enriched the wine industry.

**R**ighteous person who lives the teachings of his religion and is always willing to give of himself.

**T**alented man who is a high achiever in every endeavor from good food to ceramics.

Thanks for making Napa a better place for us all!

*Rachel Friedman and Minnie Shostak*

In honor of  
**Art Finkelstein**  
and all other cancer survivors,  
we are participating in the  
American Cancer Society  
**Relay For Life**  
American Canyon  
August 11 - 12, 2007  
Please Join Our Team!

**THE HEAPHY FAMILY**

**TopRepair.com**

*To Our Dear Friend Art  
May you go from  
Strength to strength.*

*Love,  
Zoe and Howard Kahn*



Here are examples of  
quarter page tributes  
from last year. Use them  
as a guide as you design  
your tribute for 2008.



You are an original work  
of fine ART...  
Rare and priceless!

We love you Art!  
*Lynn & Henry Michalski*