

PRESENTS A WEEKLONG SCHEDULE OF EVENTS



MONDAY, NOVEMBER 29

San Joaquin Art 4 AIDS Project Artist's Showing & Reception

Location: Tidewater Art Center & Gallery
Address: 223 E. Weber Ave., Stockton

Time: 6-9pm

Cost: Free & open to the public



WEDNESDAY, DECEMBER 1

World AIDS Day & Candlelight Vigil

Location: U.O.P. Morris Chapel
Address: 3601 Pacific Ave., Stockton

Time: 6:30-9pm

Cost: Free & open to the public



FRIDAY, DECEMBER 3 Art Auction & Winner's Reception

Location: The Mexican Heritage Center

Address: 30 E. Acacia St. Stockton, Stockton Time: 5-10pm Cost: Free & open to the public

NOVEMBER 29-DECEMBER 17

The Mexican Heritage Center will showcase submitted artwork for Art 4 AIDS

FRIDAY, DECEMBER 3 16th Annual Christmas Home Tour

Tour some of Stockton's finer homes lavishly decorated for the holidays.

The proceeds from this event will go to

the San Joaquin AIDS Foundation and The Haven of Peace.

Time: 5-9pm Cost: \$20 in advance/\$25 day of event

Visa & Master Card accepted. Information: Call 209.476.8533



TICKETS AVAILABLE AT: at the San Joaquin AIDS Foundation

4330 N. Pershing Ave., Suite B-3, Stockton

www.sanjoaquinidsfoundation.org • www.awsj.org



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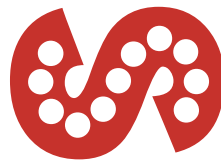


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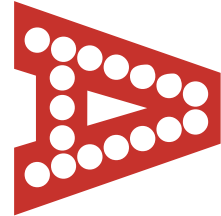
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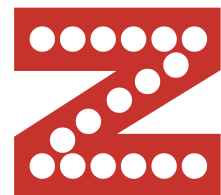
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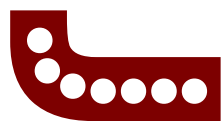
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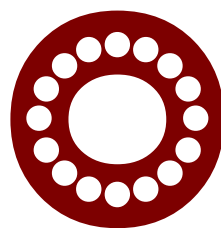
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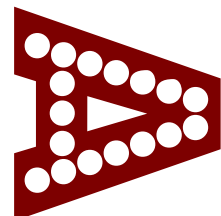
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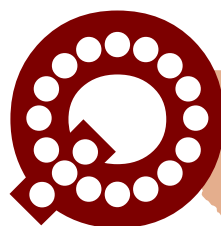
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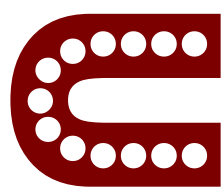
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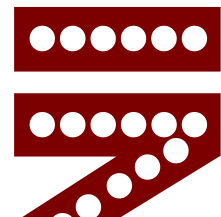
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County



One of



a Kind



BY ALAN NADITZ



It doesn't take a lifelong San Joaquin County resident to realize that the county has had a PR nightmare for the past couple of years. According to the Associated Press Economic Stress Index, a month-by-month scoring of U.S. counties' rates of unemployment, bankruptcy and foreclosures, San Joaquin in 2009 had the nation's fourth-worst "stress" score, and second-worst in California. Forbes ranked Stockton as the nation's "Most Miserable City," largely due to its ultra-high crime rate. The *Los Angeles Times*, citing Stockton's 1 in 10 home foreclosure rate, dubbed the city "Foreclosureville U.S.A."

But all is not truly terrible here, even in these tough times. There are many good things in San Joaquin County that you won't come across anywhere else. Here are some of the people, places and things that are Exclusively San Joaquin.

NOTABLE NAMES

The Lagorios ➔ Mega Farmers and More

It's hard to be a San Joaquin County resident and not see one of this family's produce trucks rolling down the highway. The Manteca-based Lagorio Family of Companies, a collection of six businesses in one – Ace Tomato Co. Inc., Specialty Products, Delta Pre-Pack Inc., Lagorio Farming Inc., Ace International Marketing, and Lagorio Leasing – is huge. The company's tomato farming industry is the key component of the \$100 million the county generates from that crop every year (fourth-largest product overall). The Lagorios also have hands in other top 10 county crops (wine grapes, walnuts, and cherries). Throw in a very successful olive oil business, and you've got quite the empire, with various family members overseeing different facets of the multi-generational, world-renowned company. Founder George Lagorio, who started it all in 1945 with a 30-acre tomato farm, would be proud.

It's not all produce and production, however: The nonprofit Janssen-Lagorio Family Foundation, overseen by Ace Tomato Co. executives Kathleen Lagorio Janssen and husband Dean Janssen, donated \$1 million toward construction of the Janssen-Lagorio Multipurpose Gymnasium at the University of the Pacific, which opens in December. Lagorio Janssen is a UOP alumni and board Regent (as well as an alumni of St. Mary's High School), while Janssen is a former educator and a former basketball coach at Franklin High School. The foundation also contributes to the Sacramento and Northeastern California chapter of Make-A-Wish. The Lagorio and Janssen families also contributed heavily to construction of the Lagorio Family Library/Technology and Administration Center, which opened in 2007.

Queen Emily ➔ Vocal Royalty

Rhythm and Blues singer Emily David – "Queen Emily" – finished in fifth place during Season 3 of "America's Got Talent," but has made her mark since then. The one-time Stockton resident has appeared on television ("Talent," 2008), on stage ("Menopause: The Musical" in Las Vegas, 2009) and on tour (most recently in London). The 42-year-old single mom and church singer will complete the musical journey when her first album from Malaco Records is released in 2011.



Continued on page 26

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José Moreno Hernández ➔ Resident Spaceman

Born in French Camp, Hernandez is an American engineer of Mexican descent and a NASA astronaut. As a child, Hernández worked alongside his family and other farm workers, harvesting crops and moving from one California town to another. He didn't learn to speak English until he was 12. He earned a Bachelor's of Science in Electrical Engineering from the University of the Pacific in 1984; joined the Johnson Space Center in Houston in 2001 and was selected by NASA as an astronaut candidate in 2004. He was a mission specialist on the STS-128 space shuttle mission, which launched on Aug. 28, 2009. While in orbit, Hernandez became the first person to use Spanish language in space while Tweeting.



Alex Spanos ➔ Billionaire Tycoon

Real estate developer Alexander "Gus" Spanos, owner of the NFL's San Diego Chargers, is one of Stockton's best-known celebrities. Spanos earned varsity letters in running and diving at the University of the Pacific, was a fairly successful amateur golfer, and was inducted into the California Building Industry Hall of Fame in 2005. Identified by Forbes as one of the richest persons in America, Spanos donated \$500,000 to renovate the historic Fox Theatre (now the Bob Hope Theatre) in downtown Stockton. He's also donated hefty sums to Lincoln High School to renovate its football stadium – the first in the country to be fitted with the advanced artificial turf used in NFL venues; to UOP for a new, \$7 million events center that now bears his name; and renovate UOP's Conservatory of Music building (now named after his wife, Faye Spanos).

Flash ➔ G.I. Joe's Buddy

"Born" in Lodi, Sgt. Anthony "Flash" Gambello is a member of comic book character G.I. Joe's "Real American Heroes" squad. An expert in electronic technology, Flash's first appearance in the U.S. comics was in G.I. Joe #1, June 1982.



Gabriel Moraga ➔ Namesake

This Spanish lieutenant started it all in 1812, when he named the area's largest river "San Joaquin" during his expedition through the lower great California Central Valley.



William Mitchell ➔ Inventor Extraordinaire

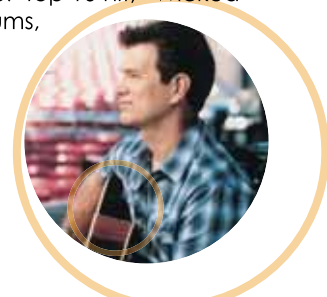
His is not a household name, but Mitchell's products are. The food scientist for General Foods Corp. held more than 70 patents that helped create Jell-O, Cool Whip, substitutes for coffee and tapioca, and Pop Rocks candy. He died in a Stockton retirement home in 2004 at age 92.

Benjamin Holt ➔ Practical Magician

Benjamin Holt, founder of the Stockton-based Holt Manufacturing company in the late 19th century, invented the modern-day "caterpillar" used in tractors (and military tanks) to prevent them from sinking in mud. Holt Manufacturing later merged with C.M. Best to form the Caterpillar Tractor Company, one of the world's largest companies.

Chris Isaak ➔ Wicked Singer and Songwriter

Born in Stockton, rock musician and actor Christopher "Chris" Isaak is best known for his 1989 Top 10 hit, "Wicked Game." In addition to 14 studio albums, the 54-year-old Stagg High School, Delta College and University of the Pacific graduate has appeared in numerous big screen and television movies, including "Twin Peaks: Fire Walk With Me," HBO's "From the Earth to the Moon" miniseries, and "The Chris Isaak Show."



FOUND ONLY IN SAN JOAQUIN

San Joaquin County ➔ Where it All Starts

Home to nearly 700,000 residents, the state's 14th-biggest county features some world-class totals worth bragging about: the nation's No. 1 county for wine grapes, with approximately 100,000 bearing acres (which produce more than \$300 million annually); access to five main rivers (the San Joaquin, Sacramento, Calaveras, Mokelumne and Stanislaus); 1,100 miles of waterways (78 percent of all California waters flow through the Delta region); and is only few hours from three of the world's most popular tourist sites, San Francisco, Lake Tahoe and Yosemite.

Stockton Asparagus Festival ➔ Charity Fair Extraordinaire

The premiere event in San Joaquin County, the Stockton Asparagus Festival is the largest outdoor fair dedicated to (you guessed it) asparagus. More than 36,000 pounds of the grilled, fried and sautéed vegetable was consumed by fairgoers this year. The festival also raised more than \$400,000 for local non-profit charities. If you missed this year's event, you'll have to wait until April 15-17, 2011 for another chance. Catch the latest updates at www.asparagusfest.com.



World of Wonders Museum ➔ Hands-on Fun for All

Similar to the Exploratorium in San Francisco, The World of Wonders on North Sacramento Street in downtown Lodi is a place where children and adults can learn about the world around them through science. The museum's Web site (www.wowsciencemuseum.org) is being redesigned, so check back frequently for the latest information and presentations.

SPECTACULAR IDIOSYNCRASIES



The Delta Smelt ➔ Tiny Fish, Big Politics

A tiny, slender fish that resides exclusively in the Sacramento-San Joaquin Delta. Water pumping damaged its population, leading to a court-ordered ban in late 2008 on delivery of water from the Delta. Environmentalists have rejoiced, but farmers maintain the ruling has destroyed their farmlands. A very hot topic in an election year.

Wine Coolers ➔ Thanks for Your Support

The first wine cooler company, California Cooler, was founded by Lodi High School graduates Michael Crete and Stewart Bewley in 1980. Crete and Bewley sold the company for \$55 million at the height of the wine cooler craze in 1985.

Delta Cruise ➔ Rolling on the River

You certainly won't find this anywhere else: a riverboat cruise through the San Joaquin Delta. Passengers may tour the river for several hours or even a couple days, starting at the Downtown Stockton Marina. For more information, contact the Greater Stockton Chamber of Commerce at www.stocktonchamber.org.

IceHoldz ➔ Gets a Grip

Created by professional climbers Jay Marchesseault and Terri Parham, IceHoldz are composite plastic grips that ice climbers can use to practice rock climbing indoors. Woodbridge-based start-up IceHoldz (Off-Belay LLC) now sells the product to rock climbing gyms, YMCA sites, the Navy Seals and private universities.

Duraflame Inc. ➔ Eternal Flame

Invented by CalCedar in 1969 as a way of using leftover pencil products, the Duraflame log became America's top-selling easy-start fireplace and outdoor camping log. Duraflame Inc.'s corporate headquarters is the historic Klamath Ferry, permanently docked along Stockton's waterfront.

Lodi ➔ Zin Capital of the World

As the self-proclaimed Zinfandel Capital of the World, Lodi produces more than 40 percent of California's premium Zinfandel. There's huge variety – blends include red and black fruit flavors of cherries, raspberries, and blackberries. The product is also resilient, surviving prohibition by being packed and shipped east for home winemakers, and making it through the 1970s and 1980s by filling the tremendous demand for White Zinfandel. Many of the most distinctive wines come from the thousands of acres of "old vines" – some dating back to the 1880s. Three-fourths of the Lodi appellation's 60-plus wineries now make Zinfandel; each year the Lodi area alone now produces more than the Sonoma and Napa regions combined.

PHOTO CREDIT: ANA VERA



University of the Pacific ➔ Paradise Found

Stockton's largest private college has more going for it than you might think. In addition to this year being named the nation's fifth most-beautiful campus by College Admission Essay.com, UOP has also been the site of numerous big-screen movies (including "All the King's Men," "Cool Hand Luke" and "Raiders of the Lost Ark"), is the alma mater of famous alumni (actresses Jamie Lee Curtis and Janet Leigh, Rep. John Doolittle, Olympic gold medalists Lance Larson, Ginnylee Roderick and Bradley Schumacher, and NFL head football coaches Pete Carroll and Tom Flores, to name a few), and has prominent music, law, business and dentistry programs. But you don't have to be a student to take advantage of Pacific's charms. The campus is open to the public, meaning you can simply pack a picnic lunch and take in the sights and sounds from beneath the trees.

California Cedar Products Co. ➔ Real Pencil Pushers

Founded in 1919 in New York and relocated to Stockton in 1927, California Cedar Products Co., now in its third generation under the Berolzheimer family, is a leading supplier of wooden slats used in making wood-cased pencils. CalCedar also makes its own brands of pencils (California Republic Stationers, EcoSlat, and ForestChoice).

Cheeseburgers ➔ A Lot of All-Beef Patties



Former Lodi resident Thomas Cortez holds the Lodi city record of making cheeseburgers in a minute. His record of 40 per minute was accomplished at the McDonald's on Lodi Avenue in 1998.

Root Beer ➔ Strange Brew

A&W Root Beer was first concocted in Lodi by druggist Roy Allen in 1919. He sold the first frosty mug of the drink for a nickel. The A&W name didn't become official until 1922 when Allen partnered with Frank Wright. A Lodi restaurant on East Lodi Avenue exists to this day.



Dell'Osso Family Farm ➔ Holidays on the Farm

Already known for its ultra-elaborate fall pumpkin patch and outdoor mazes, the fifth-generation Dell'Osso farm brings a taste of "white winter" to the southern county with its snow tube mountain slide, which opens in late November. There's also a holiday light drive, visits with Santa Claus and reindeer, a winter country village, aerial ropes course, and more. But hurry – it all disappears Jan. 2, 2011. Keep up on the latest at www.holidaysonthefarm.com.