



Mendocino Coast Clinics

Welcome to the 24th

CRAB CAKE COOK-OFF & Wine Tasting Competition



SATURDAY, FEB 1, 2025

Reserved: 11am - 3pm, General Admission: 12:30pm - 3pm

In the BIG WHITE TENT, Fort Bragg~ Enjoy MENDOCINO COUNTY CHEFS, WINERIES, FOODS & BEVERAGES! FUND-THE-FUTURE PLEDGE DRIVE, LIVE, SILENT & WINE AUCTIONS!

S
O
U
V
E
N
I
R
C
O
P
Y

HELP US TO
EXPAND OUR
SUCCESSFUL
TELEMEDICINE
PROGRAM...



...your contribution
will bring medical
specialists right into
MCC's telemedicine
exam rooms.



SWITHENBANK

General Building Contractors

CA. License # 940219

Residential~Commercial
New Construction
Remodels~Additions
Doors & Windows
Design~Build & Permitting

707-964-7460

18631 N. Highway 1 Fort Bragg
www.swithenbankconstruction.com



Tom Allman

Auctioneer



707-937-3900

Mendocino, CA 95460

 **CA DRE# 01036573** 

WWW.PAMELAHUDSON.NET



FUND-THE-FUTURE **for MCC 2025**

Mendocino
Coast Clinics

The largest gap in healthcare here along the Mendocino Coast, and throughout our county, is for specialty medicine. We lack the basics here. It is the mission of **Mendocino Coast Clinics (MCC)** to fill the gap our community tells us they need. So in response, MCC has successfully established Telemedicine Services for Endocrinology, Behavioral Health counseling and Medication Management.

Our specialty needs are great - and with your funding support, we will have the capacity to expand services not available on the coast. We will increase outreach to specialty providers as we minimize the arduous travel currently required for appointments. Imagine eliminating the 3-hour round-trip to Ukiah - or the 8 hours for a consult appt in the Bay Area for sick and vulnerable patients. Imagine eliminating a full missed day of work/school, gas and lodging expenses and the trauma that comes with the day. Imagine offering a family member the chance to be present in the exam room with their loved one, here at MCC, and back to work or school that same day! Imagine the healing benefits that come with access to care in a familiar, comfortable setting with your trusted medical team. Imagine offering care here in Fort Bragg that results in saving a life.

Our diabetes educator, Jennifer Salyer, RN, NP has facilitated that dramatic

healing with our diabetic patients. She shares the story of a young, single mother in worsening health. She did not have the resources for the consultations in the Bay area. She was without childcare or funds for gas and lodging, and could not miss work. Her diabetes was out of control. Jennifer arranged for her to have a medical appt with an Endocrinologist thru MCC's Telemedicine program. The patient did not have to leave Fort Bragg! She is now diligent about keeping these local appointments, her labs have greatly improved and she is living a healthier life, better able to raise her son.

Dollars raised today will provide technology, equipment and staffing for a full-fledged Telemedicine program expanding essential care into endless possibilities of services.

For 30 years, Mendocino Coast Clinics has provided health care to all - *All*. By accepting private insurance, Medicare, Medi-Cal and a sliding scale payment option, *no one is ever turned away and all are welcome*. Founded in 1994, we have grown from shared office space and a staff of seven, to more than 120 employees and seven distinct sites offering access to quality care in Fort Bragg.

Your contribution takes Telemedicine services at MCC from imagining to realizing.

To contribute, please visit mendocinocoastclinics.networkforgood.com



BECOME A SPONSOR!

Our sponsors are most generous with their time, resources and commitment! Please support those that support the mission of Mendocino Coast Clinics.

Interested in Sponsoring?

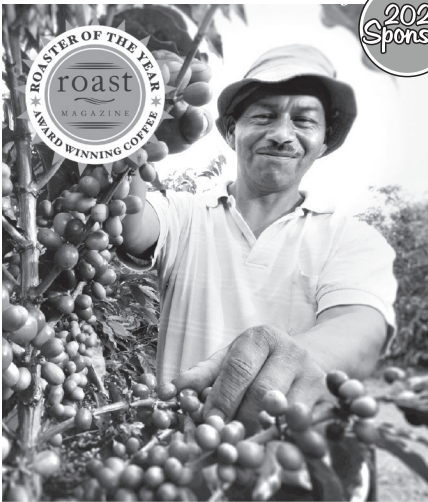
We welcome you to join us!

Please contact Tawny MacMillan at events@mccinc.org.

(See MCC's 2025 Sponsor List on P. 21)

AD Sales for the 2026 CookOff Program: Contact Tawny!

YOU CAN VIEW THIS PROGRAM ONLINE: crabwinefestival.org



"Not Just A Cup, But A Just Cup!"

**THANKS
GIVING
COFFEE**
— since 1972 —

Premium quality beans
meet artisan roasting
for over 50 years.

THANKSGIVINGCOFFEE.COM



BARRA

of MENDOCINO

Thank you
Mendocino
Coast Clinics
for all you do in
support of our
community!

BARRA OF MENDOCINO WINERY & EVENT CENTER
7051 N. State Street • Redwood Valley

Today's Program February 1, 2025



24th Annual CRAB CAKE COOK-OFF & WINE TASTING COMPETITION A BENEFIT FOR MENDOCINO COAST CLINICS



11:00 Welcome! We are happy you are here! Introductions with Tom Yates & Vicky Watts, KOZT FM
kozt.com

Circle Supporters First Course: Dungeness crab amuse bouche, created by Executive Chef Victor Passalacqua, Elk Cove Inn, served with Sparkling Rose' from Roederer Estates
elkcoveinn.com roedererestates.net

Silent Auction is open! Walk-around tasting begins.

11:15 Meet the Judges! Introductions by Jamie Peters-Connolly, Partner Relations & Communications Manager, Visit Mendocino County visitmendocino.com

11:30 Fund the Future Pledge Drive ~Lucresha Renteria, Executive Director, Mendocino Coast Clinics joins Tom Allman, Realtor, Mendocino County Sheriff (ret.), to raise funds for the expansion of MCC's Telemedicine Clinic pamelahudson.net

12 Noon Live Auction with Auctioneer Tom Allman

12 Noon Circle Supporters Second Course: Crab Salad w/ Epi rolls crafted by Hard Head Bread
hardheadbread.com

1:00 Circle Supporters Third Course: elegant Crab turnovers prepared by Harvest Market, Half-Crab Sponsor harvestmarket.com

Vote for your favorite Crab Cake & Winery for the People's Choice Award ~Voting ends at 2:00.

Check your bids in the Silent Auction ~ Auction closes at 2:15.

2:00 Circle Supporters Dessert Course: Handmade Pie from Kemmy's Pies with organic coffee by Thanksgiving Coffee kemmyspies.com thanksgivingcoffee.com

2:00: People's Choice Voting Ends!

Silent Auction closes at 2:15. Make your final bids Now!

2:15: Silent Auction is closed!

2:45: Awards Announced by Janis MacDonald, Festival Coordinator, Visit Mendocino County & Jamie Peters-Connolly

People's Choice Winery
People's Choice Chef
Professional Judging Winery
Professional Judging Chef

3:00 : Thank you for supporting Mendocino Coast Clinics!

See you next year! Save-the-Date for Saturday, February 7, 2026!

Meet the Judges...



Shoshi Parks

Shoshi is a San Francisco Bay Area-based freelance writer specializing in history, travel and food. She has contributed to San Francisco news, reviews and city guides to Time Out, and has written for Bon Appetit, Vice, Fodor's Travel and more. She is also the associate editor of 7x7, a San Francisco lifestyle magazine. Having traveled to Mendocino County in recent years for various assignments, this is Shoshi's first time as a professional judge for the Crab Cake Cook-Off & Wine Competition.



Garrick Ramirez

Garrick is a freelance writer and photographer from the Bay Area. He has written articles that have appeared in outlets such as VIA magazine, Conde Nast Traveler, San Francisco Chronicle among others. He's also an ardent photographer, capturing images to enhance his storytelling. This is Garrick's first visit to the Crab Cake Cook-Off and Wine Competition.



Travis Scott

a native of Mendocino County, brings deep roots and extensive experience to his role as a guest judge for Mendocino Crab & Wine Days. As the former CEO of Visit Mendocino County, he championed campaigns that showcased the region's beauty and renowned wines.

Travis's wine industry expertise includes leading hospitality programs at Ledson Winery & Vineyards and working with esteemed wineries such as Kuleto Estate, Merus Wines, Sebastiani, and Anderson Valley's Handley Cellars.

Now serving as CEO of Visit Big Bear, Travis focuses on sustainable tourism and enhancing Big Bear's appeal as a year-round destination. Despite his move, he remains connected to his Mendocino roots and is excited to celebrate the region's rich culinary and wine heritage.



Diane Rossen Worthington

Long considered an expert on California and contemporary American cuisine, Diane is the author of 20 cookbooks, a two-times James Beard award-winning radio show host, food and travel writer, weekly national syndicated columnist for Chicago Tribune Content Providers Agency for 15 the last 18 years, former Editor-in-Chief of Epicurus.com and a food consultant. She also serves as a national committee member to the James Beard Foundation Broadcast and Media Awards. She holds a BA *contuned on page 5*

Diane Rossen Worthington *continued...*

from UC Berkeley in history and cultural anthropology, an MS in education/counseling from USC and a certificate from the London Cordon Bleu.

Diane's latest books focus on sophisticated, yet simple to prepare dishes in *Seriously Simple* and *Seriously Simple Holidays*. Her latest book is *Seriously Simple Parties*. Currently she is researching a new book project on *Modern California Cooking*. Her first book *The Cuisine of California* defined modern California cooking and has been called "The Bible on modern California Cuisine" by Los Angeles Magazine.



**Welcome to Mendocino Coast
Clinic's 24th Annual Crab Cake
Cook-Off & Wine Competition!**

On behalf of **Visit Mendocino County**, we're thrilled to have you join us for this fantastic event. Winter is a magical time in Mendocino County with plenty of room to explore and unwind.

As part of the 10-day **Seafood & Sips Mendocino** festival, you'll find a feast of activities to enjoy. From seafood-focused dinners and crab feeds to a sparkling wine and oyster event, the beloved cioppino feed, and this fabulous celebration, there's something for every palate.

We invite you to sip, savor, and indulge in the best of Mendocino County. Stay a few nights in one of our charming lodging spots, and while you're here, take in some outdoor adventures like crab fishing or whale watching. If you prefer a cozier vibe, curl up by a fireplace with a glass of our world-class wine or craft beer and soak in the view.

Whatever you choose, we're so glad you're here. Welcome to Mendocino County—where magic is real!

For more information about Seafood & Sips
please visit: www.visitmendocino.com/seafood-and-sips-2025



**EXECUTIVE DIRECTOR,
VISIT MENDOCINO COUNTY**
- Ramon Jimenez



EMERALDTRIANGLECANNABIS.COM

NEW LOCATION:

546 S. MAIN

FORT BRAGG CA 95437

707-741-4100

OPEN 10-6 DAILY / ORDER ONLINE

LOCALLY OWNED & OPERATED

FLOWER—PREROLLS—EDIBLES

CONCENTRATES—CARTRIDGES

CBD—ACCESSORIES

MUST BE 21 TO ENTER

Alegria OCEANFRONT INN
& COTTAGES



An enchanting seaside refuge in Mendocino Village
ON MAIN STREET AT EVERGREEN

707-937-5150

Garden Path to Ocean Beach - Oceanview Decks - Fireplaces

Thoughtfully Prepared Breakfasts

oceanfrontmagic.com

Moore
Used Books



Music
Books
CD's
Art Books
&
Much More!



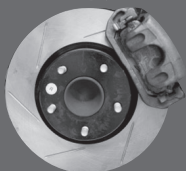
Across from Preston Hall

990 Main Street

Mendocino, CA 95460

707. 937. 1537

LOTTEN
BRAKE & WHEEL



BRAKES · WHEEL ALIGNMENT

SHOCKS & STRUTS

TUNE-UPS · TIMING BELTS

OIL CHANGES, & MORE!

348 S Franklin St. Fort Bragg

707-964-4091

lottenbrake@aatt.net

LIVE AUCTION ~ Tom Allman, Auctioneer



Elk Cove INN • RESTAURANT • SPA

Sea to Table *Adventure*

6 Lucky Guests
2 Superb Nights



'Your Catch'

Multi-course Dinner
prepared by
Chef Victor Passalacqua
with wine pairing by
Sommelier Melissa Boon



**WHAT'S
LEFT**

Crabbing



Captain Travis Swithenbank

Join us in the historic Fort Bragg Company Store for a superior dining experience!

Great views from upstairs.
Wheelchair accessible elevator.
All meals made fresh in our kitchen.



301 N. Main,
Fort Bragg
707-409-5062

Reservations
Welcome
Open Mondays
thru Saturdays,
Noon to 8 pm

“From plating to flavor, everything was exquisite!” — YELP

MENDOCINO COAST BOTANICAL GARDENS



**BLOOMING THROUGH THE WINTER
WITH 47 ACRES AND 4 MILES OF TRAILS TO EXPLORE
GARDENBYTHESEA.ORG**

Meet the CrabCake CookOff Chefs

BOONVILLE DISTILLERY, Boonville, Chris Morrison



707-813-3869 | www.boonvilledistillery.com

"I cook for the day, based on the ingredients at hand. I love the aspect of community here in the Anderson Valley. Farmers & foragers show up at my back door with their fresh produce & wild mushrooms. We're all locals here, just trying to make it." Chris is the Executive Chef at the Boonville Distillery, owned & operated by Distiller Natalie Sparks.

For the past 26 years, Chris has cooked in a range of kitchens from high-end fine dining to BBQ. In 2019, he was on staff at Baran's 2239 in Hermosa Beach, when they were awarded the California Michelin Guide Bib Gourmand award. This Michelin category highlights restaurants serving high-quality meals at reasonable prices. Chris graduated from Le Cordon Bleu in Pasadena, then spent 3 years in Europe traveling to hone his craft. "Europe expanded my mind regarding food" he said, Italy being his favorite.

At The Boonville Distillery, Chef Chris & Natalie pair food with spirits & wines. Their vodka & tequila are incorporated into many of their dishes. The Library is open for tastings in a Speakeasy featuring their top-shelf house-made Vodka and agave spirits. Chris says Natalie makes a phenomenal margarita!



CAFÉ 1, Fort Bragg, Andrea & Miguel Mex

707-964-3309 | www.fortbrastreaurants.com/cafe-1

In January of 1996, **Miguel** was hired by Les Westly to work at Perko's Cafe and learned how to prepare breakfast and lunch items from Chef Mike Nelson with whom he worked for 10 years. During this time he also worked in the bakery at Harvest Market with Chef Margaret Fox for 9 years. In 2006, Miguel took the opportunity to purchase the business that Yenny Blake and Marie Head were selling. He opened his family restaurant, now been in operation for 23 years! They focus on

offering a healthy, organic menu including vegetarian, vegan and gluten-free options made fresh with no preservatives. Cafe 1 is proud to have achieved Blue Zone recognition. They are the first on the Coast to do so!



CUCINA VERONA, Fort Bragg, Joe Harris

cucinaverona.com

"I became passionate about cooking as a young child and was fortunate to apprentice with a well-known French chef in the early 70's, acquiring a foundation in French cooking techniques. At Cucina Verona, I utilize the rich & varied influences from around the world, the essence of northern California cuisine. We are an authentic Italian restaurant featuring regional fare from all parts of Italy. For the last two years I gratefully hosted Chef-in-Residence Massimo Aversano from

Naples & Milan and learned about the fabulous cuisine of the Amalfi coast & southern Italy. My career has been defined by my collaboration with many great chefs. My cooking style constantly evolves. Farming is an integral part of my life. I produce wine for Cucina Verona from our Comptche vineyard. As a native-born Southerner, I promise good Southern cooking, too! **Continued on page 10**

CrabCake CookOff Chefs Continued

CUCINA VERONA, Fort Bragg, Joe Harris continued

We feature fresh seafood, local & Italian wines, organic produce & meats. Cucina Verona is dedicated to making fine dining accessible to our community, our Tuesday Family Dinners, are offered at reasonable prices in gratitude for community support. We are open every day, including all holidays, offering special holiday menus & winemaker dinners."



ELK COVE INN, Elk, Victor Passalacqua

707-877-3321 | www.elkcoveinn.com

Victor Passalacqua, Proprietor/Executive Chef, Elk Cove Inn, was born in Peru to a Spanish mother & Sicilian father. He made his culinary debut in Montréal at the Institut de Tourisme et d'Hôtellerie du Québec & studying in Lausanne, Switzerland. Dedicated & disciplined, he worked alongside renowned chefs Paul Bocuse, Edward Merard & Ferran Adrià. Victor has worked in multiple countries & owned many restaurants, including Miami's beloved Barrel Wine

Cantine. Before moving to California, he spent 25 years in Miami & was appointed to the advisory board of the Miami Culinary Institute. There, he started a food & wine pairing program that became mandatory for graduation. He & his wife Melissa managed & owned a small high-end French wine distribution company, with wineries from France & Spain. They feature this offering at Sibo, their in-house restaurant at Elk Cove Inn. Chef claims he came to Elk to retire, though he makes breakfast & prepares dinner for their guests. He takes farm-to-table to a new level by planting & harvesting vegetables, fruits & herbs on the property. Victor & Melissa enjoy foraging for wild seafood & mushrooms.

Melissa Boon, Proprietor/Certified Sommelier, born in France to a Dutch father & French mother, was raised in the Dominican Republic, in & around hotels & restaurants. With her inimitable wandering spirit, she explored new horizons, finding an opportunity for she & Victor in a small town called Elk. Her love of nature, the ocean, foraging & food & wine, pair perfectly with her many roles on the property. From maintenance to computer work, innkeeping & serving, Melissa wears multiple hats. She loves the challenge & most certainly the view! She is happy to suggest the perfect wine to go with Victor's stellar cuisine. Recently, **Elk Cove Inn** was ranked #7 in USA Today's Top 10 Reader's Choice Award for best Bed & Breakfast Inns in the US!



GNAR BAR, Mendocino, Chris Fennewald

707-593-8099 | gnarbar707.com

Chris Fennewald is a culinary innovator whose journey through some of the most prestigious kitchens has shaped his dynamic approach to Japanese fusion cuisine. His career began at Asahi Japanese Restaurant, where he trained under the renowned Hisiya Hiyono, a master chef from Osaka, Japan. This foundational experience gave Chris a deep respect for the traditions of Japanese cooking and honed his precision and artistry in the kitchen.

Eager to expand his expertise, Chris joined the teams at James at the Mill and The Inn at Carnal Hall, working under the acclaimed Chef Miles James. There, he refined his techniques in contemporary American cuisine, focusing on creative presentations and ingredient-driven dishes. His passion for bold flavors and innovative concepts further blossomed while working at The Exchange and Horsh Vineyard under the guidance of Chef Scott Raines, **Continued on page 11**

CrabCake CookOff Chefs Continued

GNAR BAR, Mendocino, Chris Fennewald continued

where he embraced a farm-to-table philosophy and explored pairing fine wines with inventive menus. Today, Chris Fennewald is the proud owner and executive chef of GnarBar in Mendocino, California. At GnarBar, Chris merges his extensive culinary background with his love for Japanese flavors, offering a fresh, creative take on Japanese fusion cuisine. His menu highlights locally-sourced ingredients, innovative techniques, and a deep respect for the cultural roots of his craft. With a focus on bold, harmonious flavors and a vibrant dining experience, GnarBar has quickly become a destination for food enthusiasts seeking something truly unique on California's coast.

Chris Fennewald's dedication to his craft and his relentless pursuit of culinary excellence continue to inspire his team and delight his guests.

HARVEST MARKET, Fort Bragg, William White, Culinary Director

harvestmarket.com



"I began my career in the culinary industry at the age of 13 working under a local baker. It was he who told me the way to a person's heart is through their mouth with good food. I began working at Harvest Market in 2004, moving to the bakery after a short stint in grocery and thereafter managing the wine & spirits department. In 2012, I represented Harvest Market in this same competition and my recipe took home the People's Choice Award. That event inspired me to work with a local catering company and explore my love of cooking. This eventually led me to my current position at Harvest and my desire to share great food with great people. Thanks to all for

attending this year's event for this great organization and may the best crab cake win!"

JUMBO'S WIN WIN, Philo, Scott Baird

jumboswinwin.com

Scott Baird,



chef, bar owner, and beverage consultant. A Bay Area native, Scott Baird's background spans various creative endeavors in the local hospitality industry for over 20 years. Baird made his mark on the San Francisco bar scene as the previous owner/operator and lead on the conceptual redesign of the acclaimed North Beach bar 15 Romolo. He founded the internationally acclaimed bar Trick Dog in San Francisco,

recognized by the World's 50 Best Bars list, the James Beard Foundation, and Tales of the Cocktail. Baird also created the beverage program at Starlite, a revered San Francisco establishment with nearly a century of history in Union Square.

Most recently Scott opened Jumbo's Win Win with his wife Molley Green. Jumbo's Win Win is a hyper-local hamburger stand in Philo in the Anderson Valley where Scott and Molley live with their family. Jumbo's is the epitome of "delicious not precious," a phrase Baird coined to describe his style of food and drink. Recently Jumbo's Win Win was featured in @sfgate with this byline: "Michelin-worthy French fries in Philo, California"!!

Baird is also the founder of Rococo Cantaloupe, a creative agency focused on the beverage industry with international liquor clients on flavor development, activations, education, creative brand marketing, and beverage consultations.

CrabCake CookOff Chefs Continued

KW SALTWATER GRILL, Fort Bragg, Kristy Wilson



707-900-1667 | www.kwsaltwatergrill.com

I have spent over 30 years in the restaurant industry on the Mendocino Coast, where my passion for great food and genuine hospitality has flourished. As the proud owner of KW Saltwater Grill, I bring my years of experience to life, creating a warm and inviting space for locals and visitors alike. Dedicated to showcasing the fresh, vibrant flavors of the coast, I am committed to delivering memorable dining experiences that reflect the beauty and spirit of the region I love.

LITTLE RIVER INN, Little River, Sebastian Kaplan



photo credit: Wei Chong

littleriverinn.com

Chef Sebastian, born in San Francisco and raised on the North Coast, returned home after two decades with international culinary experience. After graduating from Mendocino High School, he apprenticed with Chef Naomi Schwartz in 2001. In 2002, he moved to Canada, earned a Cultural Anthropology degree from UBC, and stayed in Vancouver to pursue his cooking career. Over fifteen years, he worked his way up from a line cook at the local pizzeria to running the line as Sous Chef at Cactus Club Coal Harbour, the largest restaurant in Canada. He cooked Asian-fusion dishes on a

popular food truck and served up Mission-inspired burritos in an alley-way taqueria; honed his skills writing farm-to-table fresh sheets at small, family-owned bistros and perfected his grill marks at Black + Blue, the busiest steak house in the city.

In 2017, he and his wife traveled through Southeast Asia, New Zealand, and parts of China, Mongolia, and Russia. He then worked as Sous Chef on the Rocky Mountaineer train. He always knew that his heart would be called back to the Mendocino Coast and he is proud to be the Chef de Cuisine of the Little River Inn, an intergenerational, community-oriented establishment.

LOS GALLITOS, Fort Bragg, Margarita Valenzuela & Willy Real



707-964-4519

Executive Chef/Owner Margarita: "We have both come together to create our crab cake with a fusion of Mexican. I was born and raised in Fort Bragg, have been in business for 29 years. We were the first restaurant on the Mendocino coast to add fresh seafood to our Mexican menus, featuring fish and salmon tacos, shrimp cocktails, and ceviche tostadas. Though I am self-taught, growing up in a large family, traditional home cooked Mexican meals were served daily. I should have helped my mother more to learn all her secrets and tips! **Continued on page 13**

CrabCake CookOff Chefs Continued

LOS GALLITOS, Fort Bragg, Margarita Valenzuela & Willy Real Continued



Willy joined Los Gallitos in 2018 and is a great addition to our crew." Willy has lived and worked on the Mendocino coast for more than 20 years, mostly at the acclaimed Mendo Bistro. Under Executive Chef Nicholas Petti, Willy honed the culinary skills necessary to run an efficient and successful kitchen. His talents and gentile approach have become well known throughout the local cooking community.

NOYO HARBOR INN, Fort Bragg, Jason Johnson



noyoharborinn.com

When you love what you do, passion emanates through every task & creation. Such is the case with Noyo Harbor Inn's Chef **Jason Johnson**, leading the team at the HarborView Bistro & Bar. A Fort Bragg native, Jason has a deep appreciation for the Mendocino Coast's fresh seafood, a focal point at the restaurant. Each night he offers specials such as cioppino, crab ravioli, freshly-caught halibut, seafood chowder & pan-seared scallops. He enjoys fusions in foods, layering spices, Mexican dishes, & is known for his soups & rack of lamb. He integrates locally grown produce from farmers markets & herbs, edible flowers & leaf vegetables picked at the inn's garden.

Jason worked his way up in several north coast restaurants starting at a young age & salutes the chefs whom he trained under including Noyo Harbor Inn's former chef, Fabrice Dubuc, who mentored him for three years. He attended the Naval culinary school in San Diego, learning how to master the chaos of the kitchen. "I am a stickler for a very clean working environment" he says. Food preparation comes naturally to Chef and he loves the fast pace of the kitchen. He wants to learn more & pursue endless ideas. Jason tries to go out of his way to please customers.

NOYO RIVER GRILL, Fort Bragg, Guillermo Medina



noyorivergrill.com

Chef Guillermo Medina

began working in the restaurant industry at an early age, at his family-owned Café 1. Following graduation from Fort Bragg High School, Guillermo completed the Santa Rosa Junior College Culinary Arts program, launching him into the restaurant industry of Sonoma County. Beginning at Stark's Steakhouse, he worked his way through various positions in restaurant kitchens. Eventually, Guillermo became junior sous chef at Willi's Wine Bar in Santa Rosa. After the devastating 2017 wildfires, he returned home to Fort Bragg to launch his own

family restaurant, Noyo River Grill down at Noyo harbor. In 2022, the Medina family relocated to an expansive space at 1011 S. Main Street. This cliff-side restaurant offers a welcoming dining experience with stunning views overlooking the Noyo River and the north Pacific ocean. Open for lunch, dinner, cocktails & appetizers Friday - Wednesday, featuring seafood, chowder, steaks, fish tacos, salads, house-made pastas, deserts and so much more!

CrabCake CookOff Chefs Contined

THE SPONTANEOUS CAFÉ

An Idea More Than a Place, Mendocino - Matt Samuelson



spontaneouscafe.com

The Spontaneous Café planted deep roots in the soil of Mendocino in 2009. Chef Matt brings the bounty from the forest to the shore, from farms & gardens to the kitchen. He is a natural teacher with nearly 25 years of experience. He has worked as a chef, instructor, & consultant in the Philippines, Bali, Peru, Costa Rica, Thailand, Japan, Australia, Lithuania, and Canada ~ as well as a personal chef for Hollywood celebrities Woody Harrelson, Sir Ben Kingsley, and Emily Mortimer. Matt was the Research & Development Chef for Blessing's

Alive & Radiant Foods dehydrated snacks. He was instrumental in launching High Integrity Foods, producing Golden Bean Chocolate, a raw, organic chocolate bar. As the Executive Chef at Flow in Mendocino, he introduced vegan & gluten-free cuisine to the menu. Recently, he crafted Blessed Bee Mustard, which you can happily sample here today. Says Matt,

"It is with humble respect for Nature & Her abundance that I offer this high vitality mustard. It is simplicity balanced with complexity, bringing a flavor that is bold, bright & vibrant."

WESTPORT HOTEL & OLD ABALONE PUB, Odile Perkins



westporthotel.us

Odile Perkins is a long-time local Mendocino Coast chef. Odile has been in the culinary profession since 1975, starting in her family-owned restaurants. To this day, she has continued to work in various other local establishments and now dedicates her skills to the Westport Hotel. The civilized art form of Afternoon Tea is practiced in the Old Abalone Pub on some Saturday afternoons. You and your friends are invited to linger over pots of steeped tea, scones, tea sandwiches, fresh berries & freshly baked sweets.

Enjoy a range of appetizers & entrees from pub staples to steaks, pastas & classic Cioppino. Odile remarks that the joy of being a chef is found in the never-ending knowledge behind creating new wonderful and tasty dishes.

THE OUTDOOR STORE

OUTDOOR APPAREL AND GEAR

BACKPACKING HIKING CAMPING
CLOTHING SHOES

FORT BRAGG
247 N MAIN ST
707-397-7171

MENDOCINO
45000 MAIN ST
707-397-1930

"Buy it well, buy it once"



Tuesday-Saturday
11am-8pm

Sunday
Noon-8pm

Closed Monday

Beer · Wine · Coffee Drinks
Falafels · Tamales · Soups & Salads
Organic Foods · Gluten-free and Vegan Option
Take Out · Indoor/Outdoor Dining
Party Space · Free Wi-Fi

44951 Ukiah Street, Mendocino
937-2436

www.frankiesmendocino.com

Highway 20 Feed



Fort Bragg, CA

Complete Farm Feed ☐ Pet Supplies
Livestock Health Supplies ☐ Wood Pellet Supplier

31800 HWY 20, Fort Bragg CA 95437

1.707.964.4667 ☐ info@highway20feed.com

Mike & Janet Meacham proprietors

Family &
Preventative
Dentistry



Ken Baumgartner, DDS

964-0440

18175 North Hwy 1

Across from the botanical gardens

Fort Bragg



**Rhoads
AUTO PARTS**

203 N. Main St. Fort Bragg CA

707-964-5607 800-464-5607

MENDO LITHO

PRINT • COPY

Phone : 707-964-0062

Email : mendolitho@mcn.org

Fax : 707-964-6543

Web : mendolitho.com



Copies • Color • B+W • Design
Cutting • Lamination • Binding
Scanning Services • Faxing

ROSSI

BUILDING MATERIALS

*Where All Your Building Needs
Are Under One Roof!*

**LUMBER
WINDOWS
HARDWOOD
INSULATION
ROOFING
FENCING
PANELING
BRICK & BLOCK
DOORS
ROCK
HARDWARE
TOOLS
PAINT
ELECTRICAL
CHAIN SAWS
VANITIES
CABINETS
GARDEN NEEDS
PLUMBING
& MORE!**

835 STEWART ST. FORT BRAGG

964-4086

MCC Staff 2025



Telemedicine - Let's close the Gap with Specialty Medical Care



A vital part of the mission of Mendocino Coast Clinics is to fill gaps in medical services that have not been

available in our community. Moving into our 31st year of providing healthcare to the Mendocino Coast, we continue to implement the services that our community needs most. Over the past 5 years, MCC has grown by adding three physical sites targeting specific patient needs. Our Pain Management, Case Management, Street Medicine, LGBTQ+ Open Door, and Suboxone programs are all successful examples of what MCC can do for our community. You have contributed to all of these! Take a bow!

To address the Coast's obvious gap in local available care by medical specialists, MCC has successfully established Telemedicine Services for Endocrinology, Behavioral Health Counseling and Medication Management. MCC's Endocrinologist lives in Brazil and is licensed in California. He has been treating our diabetic patients for over two years. We have identified further medical specialties that would benefit our service district. With additional funding, we will have the capacity to expand our Virtual/Telemedicine services. Think Rheumatology, Cardiology, Gastro Intestinal, Urology, Dermatology - all basic medical practices currently not available on the coast which can be offered with Telemedicine visits from distanced providers.

An unexpected benefit to our service realignment during the heat of the COVID pandemic came with our ability to move in the direction of Telemedicine, video and/or telephone medical appointments. We went



LUCRESHA RENTERIA, Executive Director of Mendocino Coast Clinics

from very limited use of Telemedicine prior to COVID, to almost exclusive use of that technology to care for our patients. And we can now take advantage of the new CMS/Medicare rules for payments to distanced providers to bring them to MCC's patients.

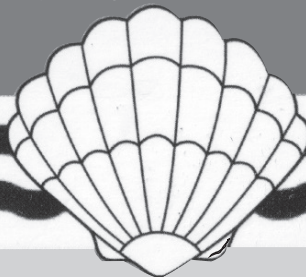
MCC proposes that with some infrastructure support we can expand our Telemedicine program to include specialty providers for our patients and minimize the travel involved with some of their appointments. Telemedicine is not a 100% replacement for in-person medical care. However, adding the use of technology will save a tremendous amount of time, money and human wear and tear. Driving in and out of the Mendocino Coast is a "thing!" You know – you just made that trip to be here with us today! While we do not plan to eliminate those essential in person appointments, they can be minimized. Often these appointments do not require any physical touch by the medical provider.

Today, vulnerable patients, children, seniors and their caregivers must miss work or school in order to access specialty care. With Telemedicine, a family member or trusted friend can be in their familiar exam room with their loved one and medical care team right here at MCC without missing work or school! It is the gift of time! How often can we offer that? And the health benefits are tremendous with access to care in a comfortable setting, more easily kept appointments close to home, and much less stress.

MCC's most recent analysis shows that specialty medicine is the next mountain to climb in providing quality care in rural areas. MCC stands ready.

Please work with us to give this gift of specialty care and time to our patients. By providing the funds to support infrastructure costs in technology, equipment and staffing for a full-fledged telemedicine program, we will climb this mountain.

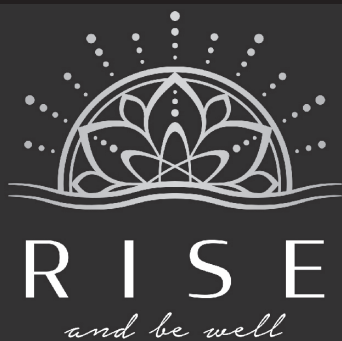
It's a Shore Thing!



**SHELLS • SOUVENIRS
GIFTS • JEWELRY
CLOTHING**

1-707-961-7004
itsashorething.org

**262 N. Main St.
Fort Bragg,
CA 95437**



RISE

and be well

**YOGA
MASSAGE
SPA
& MORE!**

**203 N. MAIN ST. SUITE C
In the old Company Store, Fort Bragg
OPEN DAILY / 707-962-7041**

Princess Seafood



MARKET

**Fresh Local Sea Food
OPEN DAILY 11-5
32410 N. Harbor Dr.
Fort Bragg CA 95437
1-707-962-3123
fishsales@fvprincess.com**

RESTAURANT

**DECK DINING
in Noyo Harbor
Open Thur-Sun 11:30 - 6
32096 N. Harbor Dr.
(On the river under the Noyo bridge)
1-707-962-3046
www.fvprincess.com**

SPLEND! FEROUS BOUTIQUE

*Elegant fashion for women
featuring sportswear, jewelry,
accessories, and more.*



**400 N MAIN FORT BRAGG
CALIFORNIA 95437**

707 964 8880
Open Daily 11-5ish

HEADLANDS



COFFEEHOUSE

120 E. Laurel St.
Fort Bragg, CA 95437
www.headlandscoffeehouse.com
707-964-1987



Rich Espresso Drinks, Panini & Pizza,
Soups & Salads, Shakes & Desserts,
Live Music Daily



ALDER

MOVING SERVICES

707-964-7914

LOCAL

LONG DISTANCE

INTERSTATE MOVES

www.aldermoving.com

324 N. FRANKLIN ST. FORT BRAGG, CA

TC SPACE

IS THE PLACE

BEAUTIFUL WORK
CURATED WITH
STYLE



OPENINGS EVERY FIRST FRIDAY

*CONTEMPORARY ART, ORIGINAL CLOTHING
CERAMICS, FINE WOODWORKING, JEWELRY*

TCSPACE.BIGCARTEL.COM IG: @T.C_SPACE

TCSPACEGALLERY@GMAIL.COM

Spotlight on our Supporters

Marilyn Despain Long, Elk

Dedicated, with love and gratitude, by Tawny MacMillan



As MCC's volunteer Auction Coordinator for 15 years, Marilyn has taken our Live, Silent and Wine Auction to heights we could never have imagined. She is dedicated to the mission of Mendocino Coast Clinics. And she is tenacious!

Marilyn recently announced her retirement from this demanding non-paid gig, stating this is her last year. Actually, I groveled for her to postpone said retirement until after the 2025 fundraiser. Thus, today is her swan song.

Born and raised in Southern California, Marilyn moved to Lake County in her early 20's to help care for her parents. There, she met her future husband while water-skiing. She returned to Orange County to complete her accounting degree and ultimately followed her heart to the Bay Area. She reveled there – the arts, the fashion, the history. Oakland was home for Marilyn and her family for many years. And Berkeley was her career base.

Fundraising runs deep for Marilyn. She was on staff at the firm of Mal Warwick & Associates which stands by their mantra "one person holding the vision of changing the world by raising money for non-profits." And we are talking mega-non-profits. Think the Aids Foundation of San Francisco. After a long tenure, ultimately as CFO of that organization, Mar retired to her home in Elk on the Mendocino Coast. Lucky for me. We became good friends and I suggested she might enjoy helping at this fundraiser I was running for our local community health center. She bit. We gathered more friends, a core group of women from our community in Elk – professional volunteers, I call them. They are active in the Greenwood Civic Club, Community Church, Community Center and Elk Volunteer Fire Department. In some circles, we are known as the Wild Women of Elk. WWE. And WWE are a force. Thank you, Cindy, Jane and Sarah. xo

Marilyn is a self-proclaimed teetotaler. Yet here she is pursuing some of the most fine wine auction lots in the county. How about those Big Bottles. Those verticals. Not to be stopped, she went onto seek Lodging lots, Winemaker Dinners and added amenities to 'boost' their value. Did I say tenacious?

Along the way, Marilyn perfected her graphic skills, designing the stunning posters and signage you see displayed here this afternoon. She put together a dynamic group of loyal volunteers to monitor the auction lots, and step up to Square your contributions. She affectionately refers to them as her A-Team.

And we refer to our dear friend and supporter, Marilyn Despain Long, as the Queen of the A-Team!

Our 2025 Sponsors

*These Proud SPONSORS Support Community Health Care!
Please support our supporters!*

Premiere Sponsor

Swithenbank Construction, Fort Bragg

Event Sponsor ~ \$5000

John & Kathy Hughes, Albion

Media Sponsor

KOZT-The Coast, Fort Bragg

Whole Crab~ \$3000

Andree Hest & Deborah Wyatt, MD, Santa Rosa

Half Crab ~ \$1000- \$2500

Harvest Market, Fort Bragg & Mendocino

Lucresha & Juvenal Renteria, Fort Bragg

Maxwell IT Company, Seattle, WA

Crab Claw~ \$500

David Gold, San Ramon

InterWest Insurance Services, LLC, Sacramento

MacMillan & Company, Elk

Out of This World, Mendocino

Savings Bank of Mendocino County

Crab Leg ~ \$300

Board of Directors, Mendocino Coast Clinics

Community First, Santa Rosa

In Kind Sponsors

Alder Moving, Fort Bragg; Brennfleck Propane, Fort Bragg; Caito Fisheries, Fort Bragg;

Century 21, Fort Bragg & Mendocino; Laurel Deli, Fort Bragg; Little River Inn, Little River;

MendoLitho, Fort Bragg; Redwood Waste Solutions, Fort Bragg; Ricciardi Designs, Little River;

Thanksgiving Coffee, Fort Bragg; Visit Mendocino County

We are most grateful to all our Sponsors!

Please visit crabwinefestival.org for an updated list

LIVE AUCTION ~ Tom Allman, Auctioneer

TOULOUSE 6 LITER

2023 Toulouse Estate MERLOT
~ equal parts lusciousness & beauty



a unique pairing
LIKE NO OTHER!

Winemaster
Vern Boltz

Renowned Artist
Cynthia Myers

LIVE AUCTION ~ Tom Allman, Auctioneer



Westport Hotel

2 Guest ~ 2 Blissful Nights

Ocean View Balcony Room

Dining ~ Old Abalone Pub

Rail Bike for 2 ~ Pudding Creek



...and more

LIVE AUCTION ~ Tom Allman, Auctioneer



Cuffey's Cove Ranch
12 Guests
6 Comfy Bedrooms
2 Glorious Nights



1 king bed, 4 queen beds, 2 twin beds; three bathrooms with showers; living room, dining room, library and laundry room

Kitchen features a Wolf gas range and Subzero refrigerator, plus propane BBQ



**Sparkling
Brunch**



**Fresh Baked Scones
& OJ to your door**

LIVE AUCTION ~ Tom Allman, Auctioneer



**Private Melaque Villa
Sleeps 6
One Full Week!**



... steps from the beach

Cook in or eat out . . .
Fully equipped kitchen
3 bedrooms, 2.5 baths
Air conditioning; laundry

Between Puerto Vallarta and Manzanillo



See Auction Sign for Details



Participating Wineries 2025

MCC is indebted to the Wineries of Mendocino County for their gracious generosity in pouring at the event and donating their fine wines to our Auctions. Many thanks to VMC Festival Coordinator, Janis MacDonald, for assisting with the Professional Judging, schlepping wines and sharing supplies.

And a very Special Thank You to Allen Cherry, Pacini Wines, Ukiah, for coordinating the Professional Wine Judging, and transporting wines. Cheers! This does not happen without you!

BARRA of Mendocino , Redwood Valley	barraofinendocino.com
Bonterra Organic Estates , Hopland	www.bonterra.com
Domaine Anderson , Philo	domaineanderson.com
Goldeneye Winery , Philo	goldeneyewinery.com
Graziano Family of Wines , Hopland	grazianofamilyofwines.com
Handley Cellars , Philo	handleycellars.com
Husch Vineyards , Philo	huschvineyards.com
Lula Cellars , Philo	lulacellars.com
Maple Creek Winery , Yorkville	artevinowine.com
Meyer Family Cellers , Yorkville	meyerfamilycellars.com
Navarro Vineyards , Philo	navarrowine.com
Pennyroyal Farm , Boonville	pennyroyalfarm.com
Roederer Estate , Philo	roedererestate.com
Scharffenberger Cellars , Philo	scharffenbergercellars.com
Toulouse Vineyards & Winery , Philo	toulousevineyards.com

Made in Mendocino

We thank these fine food & beverage purveyors for sharing their delicious wares!

Blessed Bee Mustard, Fort Bragg spontaneouscafe.com

Cucina Verona Mercato, Fort Bragg cucinamercato.com

El Mitote Cafe, Ukiah elmitotecafe.com

Hard Head Bread, Fort Bragg hardheadbread.com

Kemmy's Pies, Willits kemmypies.com

Thanksgiving Coffee, Fort Bragg thanksgivingcoffee.com



Save the Date!

LET'S DO IT AGAIN

NEXT YEAR~The 2026

CRAB CAKE COOK-OFF

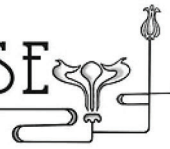
& WINE TASTING Competition

Saturday February 7, 2026

LIVE AUCTION ~ Tom Allman, Auctioneer

NICHOLSON HOUSE

at Beaujolais



Luxurious Two-Room Suite

Two Night Stay for Two



Private Outdoor Hot Tub
for Two ~ plus Sauna



Dining at
Cafe Beaujolais



*See Auction Sign
for Details

LIVE AUCTION ~ Tom Allman, Auctioneer

Explore



Point Cabrillo Light Station
Asst. Lightkeeper's House



6 Guests
2-Nights



Pizza! Pizza!



Ice Cream Party To-Go

2 quarts of hand-made
ice cream in flavors and
toppings of your choice.
Serves 8-10 people!

All Aboard! Pudding Creek Express
on the World Famous Skunk Train



LIVE AUCTION ~ Tom Allman, Auctioneer

Marefino

The Pacific Ocean at Your Doorstep



6 Guests ~ 3 Glorious Nights

Dinner ~ Noyo Harbor Inn

Catered Sparkling Brunch

Stunning Views and Eternal Energy of the Sea

Outdoor Hot Tub ~ Just for you . . .

LIVE AUCTION ~ Tom Allman, Auctioneer



**Handley Historic Ranch House
6 Guests ~ 2 Idyllic Nights
Vineyard Tour ~ Private Wine Tasting**

BOONVILLE



DISTILLERY



**JUMBO'S
WIN WIN**



LIVE AUCTION ~ Tom Allman, Auctioneer

HARBOR HOUSE



Executive Chef
Matthew Kammerer

Dinner for Two
Value  \$700.00



Michelin Guide

Little River Inn

Two Guests ~ Two Nights
Traditional Ocean View Room
Dinner for Two at the Inn
Golf ~ 18 holes for Two



Special Thanks

To our 2025 In-Kind
Contributors

Alder Moving
Allen Cherry/Pacini Wines
BARRA of Mendocino
Braggadood
Brennfleck Propane
Caito Fisheries
Cally Dym
Century 21 Fort Bragg
Realty & Century 21
Seascape
Cindy Johnson
Jamie Peters-Connolly
Jane Sinclair
Janis MacDonald
Kathy Holmes
Koli Communications
Laurel Street Deli
Marilyn Long
Matt Rowland Events
Mendo Litho
Mervin Gilbert
Ramon Jimenez
Redwood Waste Solutions
Roy Mitchell
Sarah Penrod
Shan Ricciardi
Susan Peakall
Thanksgiving Coffee
Tom Allman
Travis Swinthenbank
Visit Fort Bragg
Visit Mendocino County
WWE!

MENDOCINO COAST CLINICS, INC.

205 South St,
Fort Bragg CA 95437
707 964-1251
Fax 707 961-2722
www.mccinc.org



Board of Directors 2024-2025

Melissa Azevedo

Administrative Manager, California Dept.
of Parks & Recreation

Kelly Grimes, Vice Chair (23-24)

Architect

Daphne Haney

Accountant/Business Owner

James Katzel, MD, Vice Chair (24-25)

Retired Physician

Matt O'Halloran

Contractor

Trevor Orchard, MD, Treasurer

Retired University Professor/Physician

Rio Parfrey, Secretary

Interfaith Chaplain

Araceli Rivas

Office Manager

Yadira Sanchez

Manager of Outreach and Academics

Deborah Wyatt, MD, Chair

Physician

EXECUTIVE MANGEMENT TEAM

Lucresha Renteria, Executive Director
Lawrence Goldyn, MD, Medical Director

PROGRAM PRODUCTION TEAM

Mervin Gilbert, Cover Design
Marilyn Long, Auction Pages Design
Shan Ricciardi, Ricciardi Designs, Program Design
Tawny MacMillan, Event Coordinator
Printed in Fort Bragg by MendoLitho



Locally Owned, Locally Programmed
Local Personalities, Local News
WORLD CLASS RADIO



BEER, WINE & SPIRITS
FRESH PRODUCE
LOCAL PRODUCTS
MEAT & SEAFOOD
DELI & BAKERY ITEMS
THE BEST . . . NATURALLY!



CERTIFIED B CORPORATION
LOCALLY & FAMILY OWNED SINCE 1985

Harvest Market

The Best ... Naturally!

Harvest Market
171 Bostyard Drive, Fort Bragg
707-964-7000

Harvest at Mendocino's
10501 Lansing Street, Mendocino
707-537-5829

www.harvestmarket.com
Like us on Facebook
Follow us on Pinterest



the BEACHCOMBER HOTELS



thebeachcombermotel.com



harborlitolodge.com



SURF & SAND
LODGE

surfsandlodge.com



beachinn.com



IN FORT BRAGG ON CALIFORNIA'S SPECTACULAR NORTH COAST

CALL 707 964 2402