

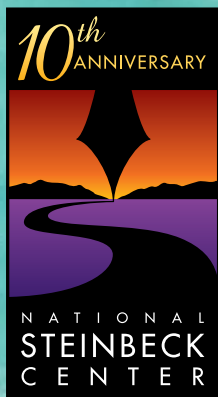
NATIONAL STEINBECK CENTER PRESENTS

28TH

STEINBECK FESTIVAL

STEINBECK & MEXICO

AUGUST 7-10, 2008



ONE MAIN STREET
SALINAS, CA

28TH STEINBECK FESTIVAL

Registration Form

SPECIAL OFFER

Register Early*

And receive a \$10 Gas Card!

**by July 18th*

ABOUT REGISTRATION

The PASSPORT is an excellent deal at \$100 (\$90 for members). It includes four days of museum admission, entry to all sessions, two morning socials, an authors book signing, archive tours and Steinbeck movies—a value of over \$225!

NEW! The PLATINUM PASSPORT is \$150 per person (\$135 for members) and includes all of the above PLUS walking tours, the opening night reception and boat tour and the Friday evening dinner and entertainment — a value of over \$275!

DAY PASSES are \$60 (\$54 for members) and include sessions, movies, book signings, and exhibits (tours, food and entertainment events not included). **Student day passes are available.**

The MONTEREY EXCURSION is \$50 (\$45 for members) and includes all Thursday events including the reception and boat tour.

Continuing Education Credit & Group Rates Available. For more information contact Andrea Purl Wasson. (831) 775-4739.

Save Money – Become A Member

Members of the Center receive discounts to all Festival events. Membership benefits include: free museum admission, at least one guest pass, quarterly newsletter, a 10% discount in the Museum Store, and invitations and discounts to special events.

Lunch Options

STEINBECK HOUSE — Feel like a member of the family with a home-cooked meal in the Queen Anne-style house where Salinas' native son was born. Call (831) 424-2735 for reservations or visit www.steinbeckhouse.com.



OLDTOWN SALINAS RESTAURANTS — Historic Oldtown Salinas has a variety of dining options. Visit www.oldtownsalinas.com.

Laurel Inn - Official Hotel

801 W. Laurel Drive, Salinas / Special Festival rate available. Reservations must be made by July 25. (72 hour cancellation). Call (800) 354-9831 or visit www.laurelinnhotel.com.

Area Information

www.montereyinfo.org or www.salinaschamber.com.

Event Description	Price	Qty	Total
Passport	\$100 General / \$90 Members	_____	_____
Platinum Passport	\$150 General / \$135 Members	_____	_____
Day Pass	\$60 General / \$54 Members	_____	_____
Monterey Excursion	\$50 General / \$45 Members	_____	_____
Student Day Pass	\$10 General (I.D. required)	_____	_____

A LA CARTE

	Description	Event Code	Price	Event Qty	Subtotal
1.	_____	_____	_____	_____	_____
2.	_____	_____	_____	_____	_____
3.	_____	_____	_____	_____	_____
4.	_____	_____	_____	_____	_____

Subtotal _____
 Premium Members* take an additional 10% off _____
 Student/Senior/Out of Town Membership (\$40) _____
 Individual Membership (\$45) _____
 Dual/Family Membership (\$65); Dual Senior (\$55) _____

GRAND TOTAL

Events and prices may be subject to change. In order to receive a refund, cancellations must be received 72 hours in advance.

Name on Passports (please print 1 name for each passport ordered)

	First	Last
1)	_____	_____
2)	_____	_____

Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____
 E-mail _____
 Member # _____

Method of payment

Visa MC Amex Discover Check enclosed

Account # _____

Exp _____ Signature _____

**Premium Members are \$125 or above*

Call (831) 775-4721 to purchase your Passport or tickets,
 fax your form to (831) 796-3828, or mail to:

Steinbeck Festival, National Steinbeck Center
One Main Street, Salinas, CA 93901

Or register online at www.steinbeckstore.org

28TH STEINBECK FESTIVAL STEINBECK & MEXICO

A 4-Day Festival of Film, Tours,
Talks, and Visual and Performing Art

The 28th Steinbeck Festival will explore Steinbeck's regard for Mexico in broad cultural contexts. Over one third of John Steinbeck's work is either set in Mexico or features characters of Mexican descent. From 1932 until the mid 1950's, he wrote often about the environment, history, culture and politics of Mexico.

This year's Festival will explore Steinbeck's "Golden Place" complete with traditional food, dancing, music, theatre, and visual art.

FESTIVAL HIGHLIGHTS

FILM FESTIVAL:

Includes *Viva Zapata!*, *The Pearl*, *The Forgotten Village*, and *Tortilla Flat* at the Maya Cinemas

NIGHT BOAT TOUR:

"Fishing For History: Exploring the Monterey Bay"

TALK: Making Connections Across Borders

TALK: Dramatic Presentation – "Conjunto"

BUS TOUR: Tortilla Flat

TALK IN SPANISH:

Mexico Through the Movies

MUSIC & DANCE:

Salsa and Live Music at the Fox Theatre

CHILDREN'S ACTIVITIES:

Daily from 10 AM – 12 PM



The Forgotten Village, photograph by Rosa Kline and Alexander Hackensmid, 1940

Works by Steinbeck involving Mexico or People of Mexican Ancestry:

The Pearl, *Viva Zapata! Log from the Sea of Cortez*, *Tortilla Flat*, *The Forgotten Village*, *Miracle of Tepeyac*, *The Wayward Bus* (originally placed in Mexico)



Betsy Andersen has been Director of Museo Eduardo Carrillo since its inception in 2000. Varied art experiences include studio practice, slide documentaries and community murals.



Chuck Baxter taught biology at Stanford and Hopkins Marine Station for 32 years and was part of the concept and planning group for the Monterey Bay Aquarium. In 2004, he participated in the Sea of Cortez Expedition and Education Project. His interests focus on how humans impact natural systems.



Julianne Burton-Carvajal, a Professor of Latin American Literature at the University of California, Santa Cruz is the founder of the Cine-Media Project, a research archive pertaining to Latin American and Latino film. Her books include: *Cinema and Social Change in Latin America* (1986), *The Social Documentary in Latin America* (1990), and *Three Lives in Film: The Improbable Careers of Latin America's Foremost Women Filmmakers* (under consideration).



Alison Carrillo, widow of Eduardo Carrillo, is working to ensure that Eduardo's art will be seen by future generations. She has established the Museo Eduardo Carrillo, a non-profit organization that promotes the legacy of Eduardo's art.



Juliette Carrillo, proud daughter of artist Eduardo Carrillo, is a nationally known award-winning theatre director. A graduate of the Yale School of Drama, she is an ensemble member for the unique Cornerstone Theater Company, and was an Artistic Associate at South Coast Repertory Theatre.



Jim Dourgarian, Steinbeck collector for over 40 years, has been selling American fiction first editions since 1980, specializing in John Steinbeck and Steinbeckiana. Dourgarian is a member of the Antiquarian Booksellers Association of America (ABAA) and the International League of Antiquarian Booksellers (ILAB). www.jimbooks.com.



William Gilly, Ph.D., is a Professor of Biology at Hopkins Marine Station of Stanford University in Monterey. In 2004 he sailed on the Sea of Cortez Expedition and Education Project, retracing Steinbeck and Ricketts's journey in 1940 and is an expert on the Humboldt squid.

MEET THE SPEAKERS



Mimi Gladstein, Ph.D., is an English and theater arts professor at the University of Texas at El Paso and is currently president of the Steinbeck Society of America. Gladstein's teaching and research about Steinbeck have been recognized with the John J. and Angeline Pruis Award for Teaching and the Burkhardt Award for Scholarship.



Francisco Jiménez, Ph.D., is a nationally renowned author and educator who emigrated with his family from Mexico to California and as a child worked alongside his parents in the fields. His autobiographical books include: *The Circuit: Stories from the Life of a Migrant Child (Cajas de cartón)* and *Breaking Through (Senderos fronterizos)*. *Reaching Out* will be published this summer. He is currently the Fay Boyle Professor in the Department of Modern Languages and Literatures at Santa Clara University.



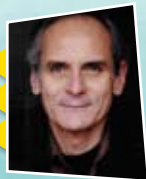
Oliver Mayer, a graduate of Cornell and Columbia Universities, is an Assistant Professor at USC's School of Theatre. Mayer, whose literary papers are archived at the Stanford University Libraries, was voted one of the nation's "100 Coolest" people by BUZZ Magazine and is considered one of the more singular post-movimiento Chicano voices in the American Arts scene.



Gregorio Mora-Torres, Ph.D., graduated with a B.A. in history from the University of Santa Clara and received his M.A. and Ph.D. in Latin American history from the University of California-Irvine. He teaches in SJSU's Mexican American Studies Department.



Raul Nava is a native Californian and son of immigrant parents. Raul had a direct role in unveiling the lost story of his father, who is the last surviving son of Pancho Villa. He learned from his father the value of hard work and never to give up.



Anthony Newfield, (BA, UC, Berkeley; MFA, Carnegie Mellon), is a New York-based actor, whose credits include Broadway (*Tartuffe*), Off-Broadway (*Susan and God*), regional theatre, TV, and film. He played Jim Casy in *The Grapes of Wrath* at the Moscow Art Theatre and performed his one-man show, *Steinbeck and the Land* at the York Theatre in NYC. He helped run the Institute on the Arts and Civic Dialogue at Harvard University.



Pablo Romero, MD, a native of Querétaro, Mexico, is board-certified in Family Medicine. He has served the Salinas Valley area since 1980 as a Family Medicine doctor. He has full obstetrical privileges at Salinas Valley Memorial hospital. He is currently a committee member for the development of the PRIME-US program at UCSF Medical School, a flagship program focusing on the development of healthcare professionals in underserved urban populations.



Nuria Sadurni is a museum educator with 15 years experience gallery teaching and is a presenter at national and international workshops. She is a Curator of education for several museums in Mexico and the U.S. including the Museo Estudio Diego Rivera y Frida Kahlo in Mexico City from 2001-2007.



Susan Shillinglaw, Ph.D. is Professor of English at San Jose State University and Scholar in Residence at the National Steinbeck Center. Her latest book is *Journey into Steinbeck's California* and she recently completed an introduction to *The Winter of Our Discontent* and a biography of Carol Steinbeck.

TOUR GUIDES

Herb & Robbie Behrens Herb is a volunteer three times a week in the archives at the National Steinbeck Center. He works with the collection of material by and about John Steinbeck, the Rabobank Agriculture Museum and the Center. Robbie has given tours of Ed Ricketts's lab for many years.

Carol Robles is a professional speaker and trainer, tour escort and a Steinbeck specialist. She has led Steinbeck tours since the early 1980s here and abroad, and is a frequent media consultant on local history and John Steinbeck.

Tim Thomas is the Museum Historian for the Monterey Maritime & History Museum. For the last 20 years, he has conducted research and written and lectured extensively on the fisheries of the Monterey Bay. He is the co-author of the book, *Monterey's Waterfront*.

LOOK INSIDE
for your complete
festival
calendar!

THE 28TH STEINBECK FESTIVAL

STEINBECK & MEXICO AUGUST 7-10, 2008

All events at the National Steinbeck Center at One Main Street, Salinas, unless otherwise noted.

THURSDAY, AUGUST 7

Registration

9 AM – 5:00 PM (National Steinbeck Center)
3 – 6:00 PM (Maritime Museum in Monterey)

Eduardo Carrillo's Baja California:



The Land of My Mother ~ La Tierra de Mi Madre

10:00 AM – 5:00 PM
Exhibit
Gabilan Gallery.
Free with museum admission.



Museum Archive Tour

10:00 – 11:00 AM

See unique items from the Center's collection, with volunteer Herb Behrens. Limited to 15. Free with museum admission.

EVENT CODE A1



Cannery Row Walking Tour

10:30 AM – 12:30 PM

The past meets the present on this tour focusing on the influence of the culturally diverse communities and early marine scientists that made Monterey the "Sardine Capitol of the World." Limited to 15. Round trip from Maritime Museum 5 Custom House Plaza, Monterey.

\$ 10 / Free to Members and Platinum Passport holders.

EVENT CODE WT1



Steinbeck and Ricketts as Ecologists — Back to the Sea of Cortez

4:00 PM – 5:00 PM

William F. Gilly and Chuck Baxter of Hopkins Marine Station will discuss their trip retracing the route taken by Steinbeck and Ricketts, as well as recent discoveries on the 2008 trip with students. Maritime Museum 5 Custom House Plaza, Monterey

\$25 / \$15 Members. Includes reception immediately following.

EVENT CODE S1



OPENING RECEPTION Maritime Museum 5 Custom House Plaza, Monterey **Included with 4 PM Program or Free with Platinum Passport.** No host bar.



"Fishing For History" Moonlight Harbor Boat Tour with Tim Thomas

6:30 – 9:00 PM

Long ago the fishermen learned that the sardine feeds off a small phosphorescent animal that can be seen in the dark, so all sardine fishing was done at night, usually at the dark of the moon. We will explore this history from the Japanese abalone divers to the Portuguese whalers. Limited to 70 people. Maritime Museum 5 Custom House Plaza, Monterey

\$30 / 25 Members / Includes lecture and reception. Free with Platinum Passport. EVENT CODE S2

FRIDAY, AUGUST 8

Registration Opens at 8:30 AM



Morning Social

8:30 – 10:00 AM

Mingle with other festival attendees over coffee and pan dulce. A special area will be provided for book collectors. Rotunda. Free to Passport holders. No host all others.



Arts Activities for Children ~ Papel Picado

10:00 AM – 12:00 PM

Led by José Ortiz and Los Hijos del Sol from the Alisal Center for the Fine Arts.



Eduardo Carrillo's Baja California: The Land of My Mother ~ La Tierra de Mi Madres

10:00 AM – 5:00 PM Exhibit Free with museum admission.



Steinbeck and Mexico: An Overview Susan Shillinglaw

9:00 – 9:45 AM

Kick off the festival with this talk, which will frame the influence of Mexico in Steinbeck's writings.

\$18 / \$10 Members / Free to Passport holders. EVENT CODE S3



Hispanic Fisherman: Steinbeck's Version/ Hemingway's Version Mimi Gladstein

10:00 – 10:45 AM

Contrasts the *The Pearl* with the *Old Man and the Sea* with clips from both films.

\$18 / \$10 Members / Free to Passport holders EVENT CODE S4

FRIDAY, AUGUST 8, CONT.



Collecting John Steinbeck ~ Jim Dourgarian

11:00 – 11:45 AM

Join collector Jim Dourgarian as he shares his experience as a collector and a dealer.

\$18 / \$10 Members / Free to Passport holders.

EVENT CODE S5



Tortilla Flat Bus Tour

11:00 AM – 5:00 PM

This excursion will view Tortilla Flat locations on the Monterey Peninsula such as the Iris Canyon, Monterey Cemetery, Madonna in the Wall, Royal Chapel, Johnson Street and other Steinbeck sites. Led by Steinbeck Historian Carol Robles, with readings by Anthony Newfield. Departs from the Center. *Moderate walking. Not ADA accessible.* **\$60 / \$50 Members for escorted bus, lunch & snack.**

EVENT CODE B1



FILM: "The Pearl" (La Perla)

11:00 – 12:30 PM

This 1947 Mexican film is based on John Steinbeck's novel and screenplay. A poor fisherman's life is changed when he finds a pearl of great value. *Maya Cinemas, 153 Main St., Salinas* **Free with museum admission to Passport holders.** *EVENT CODE FM1*



Museum Archive Tour

12:00 – 1:00 PM

See description August 7.

EVENT CODE A2



Panorama del Cine Mexicano (En Español) Julianne Burton-Carvajal

12:30 – 1:15 PM

Burton-Carvajal will share an overview of the significance of Mexican Cinema. *Maya Cinemas, 153 Main St., Salinas*

\$18 / \$10 Members / Free to all Passport holders.

EVENT CODE S6



Oldtown Walking Tours

1:30 – 3:30 PM

Join Steinbeck Center docents for a stroll around Steinbeck's Salinas. Hear stories of friends and the literary history of Main Street. Be prepared to walk or stand for 75 minutes. *Limited to 15.* **\$10 / Members and Platinum Passport holders free. (Limit 2 tickets per member).**

EVENT CODE WT2



FILM: "The Forgotten Village"

1:30 – 2:45 PM

This 1941 film documentary written by John Steinbeck examines the conflicts between the coming of modernization and the traditional culture of a small Mexican village.

Maya Cinemas, 153 Main St., Salinas **Free with museum admission to all Passport holders.** *EVENT CODE FM2*



Museum Archive Tour

2:00 – 3:00 PM See description August 7. *EVENT CODE A4*



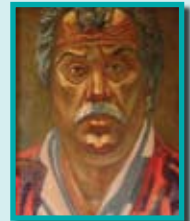
Traditional Healing Practices & Modern Medicine Pablo Romero, MD

3:00 – 4:00 PM

Dr. Romero will explore the value of traditional Mexican healing practices and modern medicine.

\$18 / \$10 Members / Free to all

Passport holders. *EVENT CODE S7*



Memories of Eduardo Alison Carrillo, Juliette Carrillo, Betsy Andersen, and Deborah Silguero

4:00 – 5:30 PM

Panel discussion with Alison (Carrillo's wife) and Juliette Carrillo, (the artist's daughter), Betsy Andersen, Director of Museo Eduardo Carrillo and Deborah Silguero, National Steinbeck Center curator.

\$18 / \$10 Members / Free to Passport holders. *EVENT CODE S8*



A Taste of Mexico

5:30 – 7:00 PM

Watch a live cooking demonstration by Chef Todd and enjoy tasting his twist on traditional recipes from the Baja region.

\$35 / \$25 Members. Free to Platinum Passport holders.

EVENT CODE F1



Fiesta at the Fox Theater

7:00 – 10:00 PM

Follow Mariachi to the Fox where doors open at 7:00 PM, followed by Salsa dance lessons at 7:30 and live music.

Fox Theater, 241 S. Main St. **\$25 / \$20 Members / Free to Platinum Passport holders.** *EVENT CODE SE*



Art and Cerveza

5:30 – 6:00 PM

Reception and tour of Carrillo exhibition with museum curator Deborah Silguero. *No host bar. Rotunda. Must be 21.*

Free with museum admission.

SATURDAY, AUGUST 9

Registration opens at 8:30 AM



Morning Social

8:30 – 10:00 AM

See description August 7.



Emilio Zapata, Pancho Villa and the Mexican Revolution ~

Gregorio Mora-Torres and Raul Nava

9:00 – 10:15 PM

Nava, the grandson of Pancho Villa, and Mora-Torres speak about Viva Zapata, Pancho Villa and the history of the Mexican Revolution. Maya Cinemas, 153 Main St., Salinas

Free with museum admission & to Passport holders.

EVENT CODE S9



Children's Art Activities ~ Shadow Puppets

10:00 AM – 12:00 PM

Shadow Puppets and paper maché marigold (cempasúchil) making with Jose Ortiz from Los Hijos del Sol.

Free with museum admission.



Film: "Viva Zapata"

10:30 AM – 12:30 PM

This 1952 Oscar Award winning film directed by Elia Kazan and starring Marlon Brando and Anthony Quinn, is the story of Mexican revolutionary Emiliano Zapata. Maya Cinemas, 153 Main St., Salinas

Free with museum admission & to Passport holders.

EVENT CODE FM3



Oldtown Walking Tours

10:30 AM – 11:45 AM

See description August 8. EVENT CODE WT3



Museum Archive Tour

11:00 AM – 12:00 PM EVENT CODE A5

12:00 AM – 1:00 PM EVENT CODE A6

See description August 7.



Mercado Marketplace

11:00 AM – 4:00 PM

Enjoy the flavor of an authentic Mexican marketplace through tastings of chile and chocolate, craft demonstrations, bilingual cultural presentations, medicinal herbs and more. Regional food available for sale from 12 – 4 PM. Rotunda.

Free with museum admission.



Panorama of Mexican Cinema

Julianne Burton-Carvajal (in English)

1:00PM – 2:00 PM

Burton-Carvajal will share an overview of the significance of Mexican Cinema. Maya Cinemas, 153 Main St., Salinas

Free with museum admission & to Passport holders.

EVENT CODE S10



Film: Tortilla Flat

2:00 – 3:40 PM

This 1942 Academy Award winning film stars Spencer Tracy. Danny inherits two houses and Pilon and his lazy, impoverished friends move in. Maya Cinemas, 153 Main St., Salinas

Free with museum admission & to Passport holders.

EVENT CODE FM4



Tortilla Flat: How Danny and His Friends Found Their Way from the Page to the Stage

Anthony Newfield

3:45 – 4:45 PM

A look at the 1935 novel and how it evolved into the 1938 Broadway production, adapted by Jack Kirkland, and the 1942 film, with readings of scenes from the novel and the play.

Maya Cinemas, 153 Main St., Salinas

\$18 / \$10 Members / Free to Passport holders EVENT CODE S11



Visiting Diego and Frida Nuria Sadurni

5:00 – 6:00 PM

Sadurni will share insights into the work of Diego Rivera and Frida Kahlo.

\$18 / \$10 Members / Free to Passport holders.

EVENT CODE S12



Trustee Award, Wine Reception & Book Signing

6:00 – 7:00 PM

Chat with speakers and invited authors.

Complimentary wine. Must be 21.

Free with museum admission



Making Connections Across Borders

Francisco Jiménez

7:00 – 8:00 PM

Jiménez will discuss the American migration experience including his own story. \$18 / \$10 Members / Free to Passport holders. EVENT

CODE S13



Dramatic Presentation ~ "Conjunto" (Conjoined)

L.A. Playwright Oliver Mayer and his wife, actress Marlene Forte

8:00PM – 9:30 PM

The couple will present excerpts from Mayer's play "Conjunto," exploring the intertwining of Mexican, Japanese, Filipino, African American and Anglo cultures in music and the fields.

\$18 / \$10 Members / Free to passport holders. EVENT CODE S14



SUNDAY, AUGUST 10

Community FREE DAY

10:00 AM – 5:00 PM

Free Admission for Monterey County Residents thanks to a grant from Community Foundation for Monterey County

Enjoy cultural activities in the "Mercado" including regional food, art, and music. Events are included with regular museum admission unless otherwise noted.

Children's Art Activities - Piñata making

10:00 – 11:30 AM

Led by Jose Ortiz and instructors from Los Hijos del Sol from the Alisal Center for the Fine Arts.

Teacher Panel: "The Stories of John Steinbeck: Landscapes, Language, and the Reemergence of Steinbeck in the Classroom" with Sam Pacheco and Heidi Ramirez

10:00 AM – 11:30 PM

Panel for teachers of 11th and 12th graders and college students. Panelists include Heidi Ramirez of Hartnell College and Sam Pacheco of CSUMB. Free. [EVENT CODE TP1](#)

Oldtown Walking Tours

11:00 AM – 12:15 PM

See description August 8. [EVENT CODE WT4](#)

Mercado Marketplace

11:00 – 4:00 PM

Enjoy the flavor of an authentic Mexican marketplace through tastings of chile and chocolate, craft demonstrations, bilingual cultural presentations, medicinal herbs and music. Regional food available for sale from 12 – 4 PM. Rotunda. Free with museum admission.



Ed Ricketts's Lab Tours

11:00, 12:00, 1:00, 2:00 PM

Experience a tour of this rarely-visited literary haunt, where Ed Ricketts entertained some of the unforgettable guests immortalized in Cannery Row. 800 Cannery Row (near Aquarium's members' entrance). \$15 Tours / 10 Members. Visitors responsible for their own transportation. Light refreshments included. Tours on the hour. Limit of 15 visitors per tour. Advance reservations required. Not ADA accessible.

[EVENT CODES: 11 AM - L1, 12 PM - L2, 1 PM - L3, 2 PM - L4](#)

Upward Bound Student Panel led by Sam Pacheco featuring Francisco Jiménez

11:30AM – 12:30PM

Students from CSUMB's Upward Bound program will discuss the significance of Steinbeck in their lives.

Free with museum admission.



Folkloric Dancing and Mariachi

11:30 AM – 12:30

Mariachi and folkloric dancing by Alisal Union School District, and Con Mexico en La Sangre-Folkloric Dance from Gonzales.

Breaking of the Festival Piñata

12:30

Children will be invited to break the giant squid Festival Piñata. Rotunda. Free with museum admission.



Puppet Show

1:00 – 1:45 PM

Songs and stories with teachers from the Arts Council for Monterey County, Professional Artists in the Schools Program. Free with museum admission.

Yaocuauhtli Danza Cultural

2:00 PM

Aztec Dance Group. Free with museum admission.

Thank you Steinbeck Festival Sponsors

Sponsored in part by the Harden Foundation and the Community Foundation for Monterey County



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Community Foundation for Monterey County

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