

An event to celebrate this area's history as the "Shade Tobacco Capital of the World"

Major Events & Activities

10:30 - 11:45: Welcome (Havana History Museum, Town of Havana and Gadsden County representatives).

Sponsor Company Histories: Bobby Newman, President, JC Newman, and Jeff Borysiewicz, President, Corona Cigars (prizes for first 20 attendees)

- Company start-up: when, why and how started, the cigar culture at that time.
- Highlights of the company histories, American and European popularity, the other "Havana," challenge of non-smoking; cigar sales tax victories, labor costs, Ybor City, Cigar Lounges, Popular culture notables.
- Who and what drives the culture - the sponsors, notables, and trends.
- Where the best tobacco was, and is now grown - then and now; Most popular cigars, and why.
- What is driving the cigar culture and image now and how it might look going forward.
- Prizes (quality cigars to 20 attendees, the best hat recognition).

Noon - 1:15: Growing and Rolling your own cigar. Each participant receives a fine cigar, personal training and assistance by Louis Gonzales, Ybor City. At least two of your own cigars to take home. By ticket only ($30).

Noon - 1:15: Site Reconstruction and Plans for both Museum an community uses. Meet and discuss with the Architect, site tour, key decisions now being decided, proposed designs, input and ideas from participants.

1:30 - 3:30: Some of our most notable and "historic" area Families. When and how they got to Havana, early history, what things were like, highlights, tobacco years, area recovery and development since then, thoughts for the future of this area – Q & A.

VISIT HISTORIC Gadsden County SMALL COUNTY. BIG HEART.

Florida ARTS & CULTURE

3:45 - 5:00: "Cigars & Bourbon" – by Jeff Borysiewicz and JC Newman reps. Learn about bourbons, match to your favorite cigars, hear from the "most successful 'tobacconist' in the nation". Includes a quality cigar and four shots of some of the best available bourbons. ($30 ticket – advance purchase recommended).

3:45 - 5:00: Museum Tours with guides; stringing machine demonstrations (history & impact); cultivation, curing, packing house and sales, cigars then and now; Museum Shop specials, Auction Items - 5 PM winners' announcement.

All Day Long

- Cigar rolling demonstration;
- Meet and interact with major company reps and cigar afficionados from all over the US;
- Local historians, docents, and cigar workers;
- Local food trucks, Havana restaurants and shops;
- Outdoor cigar lounges and Pavilion;
- Museum tours; • Award winning Antique Shops;
- Museum Shop specials; • Area history;
- Outstanding cigar options at Cigar Day sale prices;
- A wide range of outstanding Silent Auction items – winners announced at 5 PM (attendance not necessary).

Website Links for Program Details & Registrations

HHHS websites:
www.facebook.com/havanahistoryheritage/
www.havanahistoryheritage.com

"Roll Your Own" and "Cigars & Bourbon" tickets:
Call (352) 214-1831, or visit
Cigars & Bourbon - a Havana Cigar Days ticketed event - Havana History & Heritage Society Inc - Shade Tobacco Museum (square.site)