



Taghi Rezaian in his basement display vault. Photo by Terry Smith.

## Petaluma Icon to Retire

**T**aghi Rezaian, Petaluma's legendary rug raconteur and expert on fine carpets from all over the world, is retiring this year.

A native of Iran, Taghi moved to the U.S. almost half a century ago, became a citizen, and -- in 1967 -- opened Rezaian's Persian Rug Company in Mill Valley. Rezaian's stories of ancient Persia and the lore of its rugs soon made him a household name -- first in Marin County and now in Petaluma. Now Rezaian's three floors of rugs in Petaluma have been put on sale, with all 2,500 marked down at least 60% -- and in many cases much more.

"I hate to say it," says

Taghi, "but we really are going out of business -- reluctantly. I love this business. But there have been health concerns, and maybe 40 years is enough."

What will the Petaluma merchant do following retirement? "I'll always be active in rugs," he says. "I love to talk about rugs with social and business groups, and I've done guest lectures at local colleges. I'll still be available for consultation and guest appearances."

Taghi Rezaian's Monarch Interiors is located at 199 Petaluma Boulevard North in Petaluma. It will be open daily from 9 AM to 6 PM "until everything is gone", says Taghi.

**W**here can you and your group go to have the whole community applaud your successes, achievements and heroes? The Butter & Egg Days Parade, of course!

Applications are being accepted through March 16 for parade units who want to celebrate "Super Town, Super Heroes" in the April 28 parade. The theme was chosen to honor the Fire Department's 150th Anniversary, but parade units are also encouraged to honor their own unique "Super Heroes" or a special "Super Hero" of today or yesteryear.

Applications are available online at [petalumadowntown.com](http://petalumadowntown.com). Click on the link to "More Information About The Parade" to download the Parade Application from the Butter & Egg Days page. The application details all deadline, fees, rules, classes of entry and where to send your form.

Early applicants are rewarded with lower entry fees. For units that submit complete applications by March 2, early bird fees for non-commercial entries are \$40 and for commercial entries they're \$175. March 3, fees go up to \$50 for non-commercial entries and \$280 for commercial entries. March 16, entries are accepted on a space-available basis only -- and the fees go up again.

The Parade is also looking for 100 volunteers to staff parade operations. Volunteers organize the units, help them navigate the route, offer safety assistance along the route, carry banners in the parade, hang and remove banners before and after the parade, and much more. Volunteers get training, a t-shirt, and a

"thank you" party. Volunteer applications can be downloaded from the Butter & Egg Days Parade web page on the Petaluma Downtown website.

Don't miss any of the Butter & Egg festivities. Mark your calendar now for the Opening Ceremonies and the beginning of History Week, at noon on April 21 at the Petaluma Historical Museum.

On April 28 -- Parade Day -- The Lions Club Breakfast will be held from 8 to 11 AM at the foot of Western Avenue. The annual Cow Chip Tossing Contest will be at 10 AM in front of McNears. The Cutest Chick Contest will be held at 11 AM on Kentucky Street (call 707.763.0921 before April 26 to register your Cute Chick). The parade itself will step off at noon.

Festival Food, Fun and Sales Booths will operate from 10 AM to 5 PM throughout Downtown Petaluma on April 28 -- and the Petaluma Fire Department will be holding an Open House and many more activities at the Fire Station on D Street in the afternoon.

For information about Butter & Egg Days Activities, call 707.763.0344. For information about the Antique Faire on Sunday April 29, call 707.762.9348. For information or tickets to the Lions Club Pancake Breakfast, call 707.763.5998. For information about History Week activities, call 707.778.4398. For information about the Fire Department activities, call 707.778.4390.

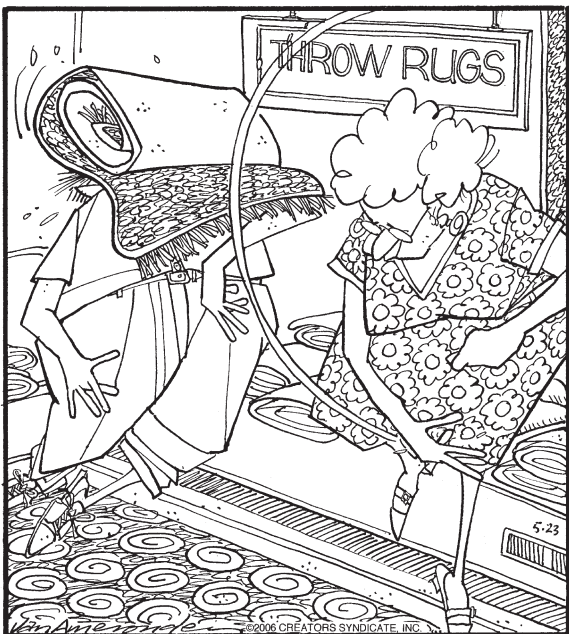
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