History Lives Pioneer Award
Saturday, October 20, 5:30 pm, Villa Chanticleer

The Healdsburg Museum & Historical Society (HM&HS) will celebrate an important milestone: the 20th anniversary of the History Lives Pioneer Award. In honor of this achievement, we are pleased to announce a special format for 2018. Rather than present a new Pioneer award, we will host a retrospective to showcase the 20 years of Pioneer award recipients and honor their continuing legacies.

This year’s event will be held on Saturday, October 20, at 5:30 pm at Villa Chanticleer. The dinner menu will be provided by local celebrated chefs Carrie Brown and Richard Whipple of Jimtown Store and Ari Rosen of Campo Fina and Moustache Baked Goods. The evening will also include silent and live auctions and drawings for Instant Wine Cellar raffle prizes. It promises to be a wonderful evening!

Tickets are $110 per person. You may reserve your seat or buy a table by contacting the Museum (431-3325, info@healdsburgmuseum.org).

For additional information on the event and our honorees, please see page 5.
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History Matters  by Holly Hoods, Executive Director/Curator

This summer has been a whirlwind of activity at the Museum. I am so glad we have extended “Healdsburg’s Architectural Heritage” through November 11 to allow more people to be able to see this popular exhibition. Visitors of every age have been wowed by the master craftsmanship of Jon Lacaillade’s scale architectural models of notable Healdsburg residences. Some have returned more than once!

We have just reorganized our research center to improve access and organization. This was accomplished within two days by our dynamic volunteers Kay Robinson, Stan Becker, Meredith and Jim Dreisback, Diane Carriger and Carol Peterson, with help from Ryan and Joe from Redwood Moving & Storage. Retired after a long career as the Healdsburg High School librarian, Carol brings much-appreciated expertise to help us reorganize our Museum’s Sonoma County history and genealogy archives. The new layout makes both my office and the research center seem more spacious. I love it!

We participated in two successful Antiques and Arts Fairs in the Plaza this season, raising nearly $9,000. Thanks to Board members Rawleigh Fjeld and Kay Robinson for event coordination with help from Linda O’Brien, Cathy Waterbury, Lauren Carriere, Ronnie Devitt, Pamela Vana-Paxhia, Christine Hyde and Office Manager Jane Bonham. We also joined the Healdsburg Center for the Arts for their new festival, “Art After Dark.” I enjoy these opportunities to bring the Museum out into community. We always end up making good connections.

We just received 75 beautiful photos of what appear to be 19th century Westside Road residents. I recognized McCrackens, Truitts and Goddards among the largely unlabeled photos taken by local photographers. The photos were given to local architect Ken Munson by an acquaintance who saw them at an auction in Woodside and picked them up at a low price. Fortunately, Ken thought the Museum might appreciate them even more. Indeed, we do! If any genealogically-inclined descendants of these families can help with photo identification, please contact the Museum.

President’s Corner  by Ronnie Devitt, Board President

FIRE ME!

I recently heard that some of the Museum’s important donors were not aware the Museum needed money until learning we had to eliminate the assistant curator position. If I have not communicated HM&HS’s need for funding in over 18 months as Board President, I deserve to be terminated. Let me at least try to correct the record before HM&HS members launch a press campaign that goes viral on social media to oust me!

HM&HS has an endowment of approximately one million dollars. The earnings from the endowment contributed $40,000 to our operating income in 2017. That covered less than 20% of our expenses last year. The other major sources of income are fundraisers, the annual appeal, memberships and business partnerships. In 2017, operating income from all sources was approximately $250,000 and expenses were $260,000. (This was reported in the Annual Report included in the mailing of the Spring issue of the Russian River Recorder. If you need another copy, please call the office.)

Another challenging budgetary issue is that most of the money comes during the last quarter of the year. To maintain a six-month reserve, we operate in the red for most of the year. Ideally, we should obtain enough income in one year to cover all budgeted expenses for the following year.

In the last few years we have not actively solicited contributions to the endowment fund because the greater need has been contributions to the operating fund. If only we could earn enough money this year to operate in the black and then fundraise for both operating expenses and increasing the endowment…

Our Museum needs funding to continue its mission of collecting, protecting and preserving local and regional history. You can help. Our major fundraiser of the year is the annual History Lives Dinner on October 20. Please plan to attend and contribute in every way you can from donations and sponsorships to participating in the auctions and the Instant Wine Cellar raffle. In November, please respond to the Annual Appeal and make a year-end tax-deductible gift.

Don’t say that I didn’t ask. Thank you.
HMVA News by Ann Howard, HMVA Chair

Serendipity is a happy word. Serendipitous happenings occur at the Museum on a regular basis!

I arrived at the research room in July and happened to meet Bonnie Cussins-Pitkin. She and her husband Richard have been involved in the restoration of the Daniels School on Mill Creek Road.

Bonnie explained that her great uncle was Elmer A. Nordyke, one-time owner of the Geyserville Press. I recalled researching the family a few years ago. I had already learned that Nordyke, a telephone manager and candy dealer, purchased the floundering newspaper in June 1908. It was then located in the two-story Odd Fellows Building. By May 1911, Nordyke moved his printing office, candy and ice cream store and home under one roof up the street to the business space next to the current Meeker’s Tasting Room. By 1913, the enterprising Nordyke added a bakery in the back of the store. In 1915, he became the postmaster. Unfortunately, Nordyke and his wife filed for divorce by January 1918, and he sold the Gazette later that year.

Bonnie is the granddaughter of Elmer’s younger sister Myra and is eager to contact Elmer’s grandson for whom I had done the earlier research. He lives in Granite Springs near Roseville and, ironically, Bonnie’s sister lives in the same town as their second cousin! Serendipity is indeed a happy word.

As of July 23, the Geyserville Historical Society is official, thanks to the expertise of and paperwork completed by members Kathy Zunino and Anna Felciano. Progress is being made to set up the museum in the Bosworth & Son Store and Museum. (Serendipitous happenings occur there on a regular basis, too!)

Kudos All Around by Jane Bonham, Office Manager

If you visited the building in the past couple of months you might have wondered if we weren’t preparing for Halloween a bit too early. Berry-loving birds had decorated the front of the building and the steps with purple graffiti, while a colony of spiders had taken over every nook and cranny, curtaining the windows. Let trumpets sound kudos to the following: our volunteer keeper of the gardens, Pamela Vana-Paxhia, for calling it “Enough!” and contacting Tina Lindenber, our City liaison in Administrative Services, who found the funds and manpower in the person of Manuel Macias, who restored the exterior to a welcoming cleanliness.

If you visit the Research Center now, you will discover a few changes if you look behind those high cabinet doors along the wall. Thanks to another group of volunteers, some subtle but meaningful upgrades have been achieved. Let kudos be sung for Carol Peterson, Diane Carriger and our energetic intern Lauren Carriere for reorganizing and improving the accessibility of ephemera and documents in the research room—a change long envisioned by Holly Hoods. Now there is easier access to ephemera boxes and the large books of maps and data—and room also for the wonderful gift of bound newspapers.

The plan might yet have stalled without the efforts of several knights in shining armor: Jon Lacaillade created beautiful built-in shelves in the back room, nicely sized for the archival boxes moved out of the cabinets over a weekend by Diane; Jim Dreisback moved the truckload of bound newspapers from the Healdsburg Tribune to the Research Center; Mark Decker came to the Carol’s rescue, when she encountered a stubborn shelving dilemma while making room for the new treasures.

In so many ways the Museum is made better by the friends we have in the community and by the strength and support of our volunteers! Thank you!

Welcome Our Newest HM&HS Members

Alexandra Cefalo
Robert Forbes
Lynda Pheasant
Anne Marie & Richard Ruben
Mary Kay West
Anida Zabala

Contributions in Memory of

Pat Petersen from Anne Marie & Richard Ruben
Ann Marie Meyer-Macky from Sally & Barry Smith
Dan Murley from Kaye & Barry Stallard
History Lives/Pioneer Award  by Holly Hoods

This year’s History Lives event will be a fond retrospective of 20 years of Pioneer award honorees and a salute to their ongoing legacies.

The Pioneer Award honors people who have shaped our community through their dedication to work, family and community service. The spirit of the Pioneer Award is exemplified in the productive lives and important contributions of the following past honorees:

Joe Vercelli (1999)
Louis Foppiano, Sr. (2000)
Francis Passalacqua (2001)
Robert Young (2002)
F.M. “Milt” Brandt (2003)
Gene Cuneo (2004)
Rose Ferrari Demostene Benson (2005)
Clarence Ruonavaara (2007)
Gene Domenichelli (2009)
Joe Rochioli, Jr. (2010)
Arnold Santucci (2011)
Edgar Deas (2012)
Charles & Helen Bacigalupi (2013)
Jerry & Mary Lou Eddinger (2014)
Harry & Karen Bosworth (2015)
Karl & Nancy Seppi (2016)
Jim & Meredith Dreisback (2017)

The reception will begin at 5:30 pm to be followed by a three-course family style dinner: Arugula, Pickled Vegetables, Cherry Tomatoes and Marinated Cheese Salad by Carrie Brown and Richard Whipple of Jimtown Store

Whole Roasted Pig, Italian Porchetta by Ari Rosen of Campo Fina

Assorted Bite-Sized Desserts by Moustache Baked Goods

The evening will also include silent and live auctions along with drawings for the Instant Wine Cellar raffle prizes.

Your attendance at this year’s History Lives event will support our honorees and the Museum.

The ticket price is $110 per person. Contact the Museum (431-3325) for additional information and/or to purchase event and raffle tickets. Seating is limited, so reserve your place now.

Instant Wine Cellar Raffle by Peter Leary, IWC Chair

The Museum’s Instant Wine Cellar (IWC) raffle is now in its 24th year. Money raised through this important fundraiser helps us to support our mission of preserving the history of Healdsburg and the surrounding region.

Thanks to the generous support of our local wineries, three “cellars” (101 bottles, 60 bottles and 48 bottles, respectively) of premium Sonoma County wines will be awarded. Ticket prices are the same as last year: $10 for one ticket, $35 for six tickets and, your best buy, $70 for 15 tickets.

Additional tickets can be purchased by calling the Museum (431-3325).

The IWC drawing will be held on October 20 at the Villa Chanticleer at the History Lives event.

Winners need not be present to win, but you won’t want to miss the fun!

HTID Grant Awarded  by Holly Hoods

We are very happy to announce that our grant request for $6,000 from the Healdsburg Tourism Improvement District (HTID) has been funded! With their support, we will be able to expand the scope of our Museum offerings and outreach next year.

“A Sense of Place” will be our first juried art exhibition at the Museum. We plan to showcase our unique Northern Sonoma County landscape over time by inviting contemporary artists to exhibit paintings of local scenes to be displayed with local historical artwork.

Respected local artists Vesna Breznikar and Dana Hawley have agreed to partner with us to jury and direct the installation of artwork in our gallery.

“A Sense of Place” will be on display January through April 2019.
Healdsburg Museum & Historical Society Board of Directors
Ronnie Devitt (President), Jim Brush (Past President), Eric Ziedrich (Vice-President), Phyllis Chiosso Liu (Recording Secretary), Mark Decker (Treasurer), Jon Eisenberg (Assistant Treasurer), Jerry Eddinger, Rawleigh Fjeld, Lockie Gillies, Ann Howard, Jeanne Leal-Hartlaub, Carol Peterson, Kay Robinson, Ken Spadoni (Directors)

The mission of the Healdsburg Museum & Historical Society is to record the history of the Healdsburg area through the collection and preservation of historical materials; to actively foster the appreciation of local history of the Healdsburg area through educational programs, activities and historical research; and to provide finances for, and to support, operate and manage the Healdsburg Museum. Edwin Langhart, Founder.

**Membership Levels and Benefits:**

**Friend:** $30  **Family (2 or more):** $50
- Free genealogy, property and historical research by appointment
- Russian River Recorder quarterly journal and The Review newsletter
- Members’ only Museum exhibition opening receptions
- 10% discount in Museum gift shop

**Contributing:** $100
- All benefits listed above
- Free admission at almost 1,000-member museums of North American Reciprocal Museum Association

**Supporting:** $250
- All benefits listed above
- Recognition posted in a Museum publication

**Sustaining Member:** $500
- All benefits listed above
- Voucher redeemable at Museum gift shop

**Benefactor:** $1000
- All benefits listed above
- Sponsor recognition for one Museum exhibition
- Tickets for two and recognition at Museum´s Annual Pioneer Awards Dinner
- Invitation to private tour of one Museum exhibition

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