“The Greatest Toy Circus on Earth!”

by Holly Hoods

Come one, come all to the Healdsburg Museum this holiday season and experience “The Greatest Toy Circus on Earth!”

Opening on Friday, November 29, the day after Thanksgiving, in concert with the Downtown Merchants’ Holiday Open House, this year’s colorful exhibition of circus and carnival toys will be a rare treat. Steve, Glenda and Tina Castelli will be displaying their extensive private collections of vintage toys. Several other Museum friends are also lending their antique toys. The free exhibition will be family-friendly and interactive.

This year artists Manok Cohen and Vesna Breznikar will help create and install the exhibition along with Museum staff and volunteers.

(cont’d on page 6)
Our Sincere Appreciation to Our Generous Business Partners

Bob Bernard, CPA
MS Taxation

Brush Bernard
Certified Public Accountants

Telephone (707) 433-8800 FAX (707) 433-4123
101 W. North Street, P.O. Box 101, Healdsburg, CA 95448
E-mail: bob@brushbernard.com

Eddinger ENTERPRISES Inc.
General Contractors
License #301487
62 W. North Street • Healdsburg CA 95448
Mary Lou Eddinger
marylou@eddinger.com
www.eddinger.com
Bus: (707) 433-5113
Fax: (707) 433-8299

E&J. Gallo Winery

Villaggio DENTAL
Robert Leach DDS

1260 Healdsburg Avenue Tel: 707.433.5052
Suite 101 Fax: 707.433.0297
Healdsburg, CA 95448 www.villaggioental.com

Healdsburg | Sotheby’s
INTERNATIONAL REALTY

707 433 6555
www.HealdsburgSothebysRealty.com

Silveira
www.SilveiraAutos.com
Northern Sonoma County Strong

This issue of The Review has been delayed by the Kincade fire.

We are beyond grateful that our City and our Museum survived. The firefighters who battled the blaze can never be thanked enough. They are true heroes, as are the first responders, County Supervisors, City staff and caring business owners who did everything they could to assist our community and the surrounding area.

We have experienced the biggest evacuation and largest wildfire in Sonoma County history. In one week, the fire blackened 121 square miles of northern Sonoma County landscape, leaving a path of destruction that stretched from northeast of Geyserville to the southeast edge of Windsor. At least 190,000 people were ordered to evacuate.

The Kincade Fire burned 77,758 acres and destroyed at least 175 homes and 11 commercial structures, but it is important to realize that 1,131,520 acres were unscathed. Sonoma County as a whole did not burn. There have been headlines implying that Sonoma County was on fire and, while there is truth in that statement, it didn’t tell the whole truth. Actually, approximately 7% of Sonoma County burned. Towns were threatened, but Cal Fire was able to contain the vast majority of this devastating fire.

As we go to press, the blaze is 74% contained with 100% containment expected by November 7. The evacuation orders have been lifted for almost all of the affected areas. We are reassured that the worst is behind us.

We have been uprooted and scattered, but we are resilient. Our friends and neighbors shared resources and pulled together. Our love for our community is stronger than ever. We have lost power, water, heat and sleep, but there was no loss of life and only four first responders suffered injuries.

A few of our Museum members and volunteers have lost their homes and businesses. Our hearts go out to them.

The Healdsburg Museum & Historical Society is grateful to our members and business partners for their support in our ongoing efforts to preserve our heritage. When we think of what we nearly lost, we realize more than ever the importance of our mission.
President’s Corner

by Eric Ziedrich, Board President

First, thank you to everyone who contributed to a most touching and successful History Lives Pioneer Award Event. It was an especially poignant occasion for me as our Pioneer Award honoree, Ed Neal, and his bride Marge have been close to my family for many decades. Thank you to the extended Neal family for their attendance as well.

Without any pressing projects to focus on this month, I thought that I would share a thought that could be interpreted as political, but isn’t intended to be. You can be the judge.

I have spent many years in public service here in Healdsburg. Throughout those four decades of attending public meetings, I cannot begin to count the number of times I have heard members of the community raise the concern of “preserving our small town character.”

I think everyone has their own definition of what our small town character is. In far too many cases, however, those pleading to preserve that character were recent arrivals who were most interested in preserving exactly what they thought Healdsburg’s character was on the day they arrived…the proverbial “now that I’m here, lock the gate!”

I would like to offer an opportunity to discover what Healdsburg’s small town character truly is. Someone once said that “studying history is important because it allows us to understand our past, which, in turn, allows us to understand our present.” The Museum has innumerable resources that uncover the events that led to the founding of the town in 1857 and the incorporation of the city in 1867. You can find details about the individuals who built and governed our small town for the last 160+ years. You can read and understand the politics, community priorities, social activities and business cycles that have created the Healdsburg of today.

The Museum is the obvious resource for revealing who we really are as a community based upon the records of past generations who built Healdsburg. For those who call Healdsburg home today, I invite them to enhance their understanding of what our small town character is by stopping by, joining HM&HS and volunteering!

Volunteer News

by Ronnie Devitt, Volunteer Coordinator

It has been another good month for new volunteers. Julia Graves, Cindy Powers and Dena Cochran have been trained by Ed Flesch to be receptionists in the Museum Gallery. They are AAUW friends who are also relatively new to Healdsburg and the Museum, so please welcome them.

The time period from Halloween to Christmas is my favorite time of the year. The Museum’s holiday exhibit, also known as the “Toy Exhibit,” opens the day after Thanksgiving. This year’s exhibition will feature vintage circus and carnival toys plus the ever-popular model trains. It is so much fun to be in the gallery when three generations of families come in oohing and aahing at the toys and trains. Today we have visitors who frequently say, “I used to come here to the children’s library downstairs.” In twenty years we will have visitors say, “I used to come here to the toy exhibit!”

You can help get this event off to a great start. Before Santa arrives in the Plaza on Downtown Night the day after Thanksgiving, we have one or two Museum volunteers passing out flyers and inviting families to the free exhibit at the Museum. We typically stay until open until about 7:30 pm on that evening. This event usually brings a few hundred people to the Museum for opening night. I’ve had a blast doing this for several years, but I am not sure I can make it this year. If you are willing to help, I’ll even lend you my Santa hat. Please email me vdevitt@comcast.net or call 707-473-0595.

Happy Holidays!

Welcome Our Newest HM&HS Members

Laurie Doyle
Sheila Gallagher
Sherry Garner
Megan Jones
Phil Pennypacker
Larry Pratt
Barbara & Richard Thomas
Annette Wheeler
Executive Director/Curator Holly Hoods and Mary Flanagan-Hanson

**Visit from Mary Flanagan-Hanson**

Mary Flanagan-Hanson, the great-granddaughter of 1870s resident Julius Scott, contacted the Museum to tell us that she’d be visiting on her 90th birthday. She wrote this gracious letter after their visit.

*Dear Holly,*

*Many, many thanks to you for the warm welcome you gave to my family and me on September 7th this year on the occasion of my 90th birthday. I was so very much surprised and touched by the welcome sign, my grandmother’s little doll and the photos of Julius Scott. Your thoughtful corsage made me feel really special. The occasion made me happy to introduce my family to a place they had known about, but never visited before. Our visit to the museum was a highlight of the weekend.*

*Thank you also for investigating the location of my great-grandfather’s house. Although it had been replaced by an apartment building, we appreciated being able to see the neighborhood when we drove by later.*

*Having made this visit after so many years, I feel that I must return again soon. Healdsburg has remained much as I remember it—very familiar to me in a lot of ways. I have been continuing to access and transcribe the information I obtained in May, and will share with you again Julius’ timeline when it is more nearly complete.*

*I enjoy receiving the newsletter—I have found names in there that are familiar to me from my childhood. Thank you so very much for your help and the good work you and your staff have done for me and my family. I plan to stay in touch.*

*Gratefully, Mary*

---

**Introducing Clio**  
*by Lauren Carriere*

We are proud to announce that the Museum received an exciting new grant from Mark Freed and the Talon Creek Foundation. The grant provides funding for the Museum to contribute to Clio. Named after the Greek goddess Cleo, muse of history, Clio is a website and mobile application that allows users to engage with places of cultural and historical significance throughout the United States.

We chose the Clio program for many reasons. One of the most important factors is that the organization has already established themselves as a nonprofit dedicated to collaborative research, public interpretation and map building. One goal of the program is to be a platform for local history experts and historians to build and collaborate on a scholarly, “comprehensive, dynamic and interactive map of American history.”

The Museum’s objective for our Clio project is to engage residents, students and visitors who are interested in learning about the history and architecture of significant historic buildings in the area. This medium is also a way for the Museum to engage with the local community as well as visitors in new, interactive and exciting ways. It will further our goal of making history more accessible outside the Museum walls.

Though there are many places the Museum would like to add to the Clio map, we have decided to start by entering the buildings that were previously honored with the Museum’s Historic Preservation Awards. These awards are given to individuals and
business owners who have worked to preserve buildings that contribute to Healdsburg’s architectural heritage. Our Talon Creek Foundation grant will allow the creation of entries for ten of these Historic Preservation Award buildings. Each entry will include a description of the architecture and history of the building. The app will also allow for the inclusion of historic and contemporary photographs as well as links to websites and other resources.

We are excited to get our Clio entries submitted and approved so people can begin engaging with this exciting medium!

Clio is free to download and use. To access the website, visit https://www.theclio.com. To download the application on your phone, search for “the Clio” on Play Store (Android) or App Store (iPhone).

If you have issues finding the website or the application, please contact me at lauren@healdsburgmuseum.org. I would be happy to help you.

“The Greatest Toy…” (cont’d from page 1)

View the splendors of the great Castelli toy circus collection, featuring 1800s Schoenhut toys and adorable Steiff limited edition circus collectables. Acrobats and elephants! Clowns and trapeze artists!

Marvel at Kip Miller’s colorful vintage real Carousel horses, restored by Kip himself.

Enjoy a spectacular running Lionel O scale model train with a carnival backdrop, courtesy of Wayne Padd.

Appreciate Bruce Selfridge’s collection of die-cast Corgi Chipperfield’s circus miniatures from the 1960s.

Delight in the colorful details of Mark Goff and Phillip Engel’s circus train.

Experience the fun of playing classic circus carnival games and winning prizes.

Step right up and visit the Museum over the holidays!

Thanks to Our Latest Donors

Diane and John Carriger
Pauline Lisignoli

Historic Preservation Award Nominations
by Holly Hoods and Fran Schierenbeck

The Healdsburg Museum & Historical Society presents a Historic Preservation award to the owners of deserving local buildings every year. Buildings are nominated by people in the community who appreciate the work that the owners, architects and contractors have done to preserve the architectural heritage of this area. We welcome your nominations for the upcoming awards.

The categories include Historic Preservation, Historic Restoration and Lifetime Maintenance, which can apply to either commercial or residential buildings. The Secretary of the Interior’s preservation standards serve as our guideline.

We also added a new category with slightly less stringent requirements. The “Adaptive Re-use” award requires that at least 80% of the materials and footprint of the original building be preserved. This award recognizes that contemporary uses often require some adaptations to modify the structure in the creative repurposing of a vintage building. We want to encourage projects that give years of new life to old structures, contributing to the architectural character of Healdsburg. It is also “greener” and cost effective to adapt, re-use and repurpose than to tear down and build anew.

Nominations must be received by Friday, December 6, to be considered by our Historic Preservation Committee. The committee is composed of an architectural historian, the Museum curator, historic restoration specialists, a contractor and former Preservation Award recipients. The awards will be presented at the Museum’s annual membership meeting in January.

Contact the Museum 707-431-3325 or email Holly at holly@healdsburgmuseum.org to submit your nominations.

Contributions in Memory of:

Ron Douglass from Jeanne & Phil Hartlaub
Paul Mortensen from Wendy & Herb Steiner
Bill Barnes from James Soracco
Joni Bemis from Shirley Buchignani
History Lives/Pioneer Award by Holly Hoods

The 2019 History Lives Dinner and Instant Wine Cellar event was a great success! Nearly 200 supporters of the Museum, plus friends and family of Dr. Ed Neal, gathered at the Villa Chanticleer on Saturday, September 21, for a fun and festive night. We presented the Pioneer Award to Dr. Neal for his many contributions to community healthcare. We had a wonderful time and we raised more than $52,000 to support critical Museum operations.

Guests enjoyed a three-course, family-style Oaxacan dinner, prepared by talented chef Pedro Diaz and his team from El Farolito, Agave and El Gallo Negro restaurants. Brothers Pedro and Octavio Diaz are well known for their outstanding food and generosity to our community. Their delicious dinner exceeded our expectations. Our guests were charmed by the students of Windsor Culinary Academy, who provided table service.

Mayor David Hagele graciously welcomed our guests, thanked Dr. Neal and praised the Museum for all we do for the community and the City. I spoke briefly about the Museum and the history behind the Pioneer Award. Our main speaker was retired physician Dr. Dave Anderson who gave an affectionate overview of the character and career of Ed Neal, dubbing him the “Dean of Medicine for Healdsburg.” Dave and several others shared warm and humorous remembrances of this respected family practice doctor and his wife Margery.

The winning Instant Wine Cellar (IWC) raffle tickets were also pulled during the event. The lucky winners were:

Grand Prize – Tim Gordon, Santa Rosa
Second Prize – Clay Sylvester, Orinda
Third Prize – Helen Bacigalupi, Healdsburg
Kudos to our Museum Board members who pitched in soliciting and donating auction items, bidding on auction items, buying tables, decorating tables, helping with set up and clean up and providing wine service.

President Eric Ziedrich once again slayed as master of ceremonies and as auctioneer during the live auction portion of the evening. Special thanks to our hardworking event chair Tara Johnson and event cashiers Candy Yandell and Kaylie Jones who volunteered from Summit State Bank. Tara coordinated the meal, service, décor, silent auction, rentals and licenses, working closely with Museum staff Lauren Carriere and Jane Bonham. Mark Decker and Bob Pennypacker devoted many hours of pre-event support by assisting with technology and graphics. Event volunteers Deb Geitner, Todd Stankas, Josie Ockrassa, Jeanne Leal-Hartlaub, Kay Robinson, Roan Affronti and Vickie Norris also assisted.

Stan Becker and Kay Robinson spent months soliciting wines from generous Sonoma County wineries and building the Instant Wine Cellars with the help of volunteers Mel Amato, Ed Liu, Diane Carriger and Dave Budworth.

We appreciate this opportunity to connect history and our community. It was wonderful to celebrate with Dr. Neal, his family and friends.

Joe and Tom Rochioli

Visual History Film Series

Featuring Joe and Tom Rochioli

The Friends of the Sonoma County Wine Library have funded a visual history project, filming interviews with members of the local wine industry. The final film in the fall series featuring Joe and Tom Rochioli is scheduled to be presented at the Healdsburg Library on Wednesday, November 6, at 6:30 pm. Admission is free. Wine and snacks will be served.

SAVE THE DATE!
Annual Museum Membership Meeting and Potluck
January 16, 2020
Remembering Darla Budworth (1936-2019)

Longtime Museum volunteer Darla Williams Budworth passed away October 17, 2019.

Darla Budworth at the Museum’s 2010 toy exhibition

Born at the old Healdsburg Hospital on Johnson Street, Darla was the daughter of Christine and Henry “Cotton” Williams. She was proud of her pioneer ancestors, William Washington Ferguson and Mary Cooperider Ferguson, who settled in Alexander Valley in 1857.

Baby Darla with Nurse Nercilla Jones at Healdsburg General Hospital on Johnson Street

Darla loved her childhood in Healdsburg and was involved in many youthful activities, including Smith Robinson’s Chancel Choir, the Girl Scouts and the Rainbow Girls, for which she served as Worthy Advisor in 1953. Growing up as the apple of her baseball-playing father’s eye, Darla was a huge baseball fan all her life.

A member of the Healdsburg High class of 1956, she cherished her high school friendships. She continued to meet regularly for lunch with a group of girlfriends who had known each other since school days: Karen Schwietert Dutton, Janet Sbragia Pisenti, Diane White Bertoli and Jeannie Schaeffer Purcell.

Darla as a Rainbow Girl

In 1957, Darla married Dave Budworth of Santa Rosa. The couple had one child, David, born in 1965. The family lived in Santa Rosa where Dave worked in accounting.

Darla and Dave bred and trained collies, traveling to dog shows and winning awards all over the U.S. They were delighted when one of their collies was selected for a television role on the “Lassie” program. Darla, an early home computer user, taught computer classes at Santa Rosa Junior College.

Darla became a founding member of the Healdsburg Museum & Historical Society in 1976. When the Museum opened in its current home, the former Carnegie Library, in 1990, Darla began her volunteer career with the Museum. She was trained as a docent, proudly serving in the Museum gallery on the first shift of the fourth Thursday of the month. Darla looked forward to celebrating her 30th year as a docent this coming January. She was always ready to help with exhibitions, research, event committees and fundraising. Her memories of local people and events were invaluable in helping educate the Museum staff and visitors. We will never forget how she brought local history to life.

Darla’s devotion to the Healdsburg Museum and Historical Society was formally recognized in 2011 when she was presented with the Langhart Volunteer Appreciation Award. We honor her legacy of dedication and service to the Museum.

Darla will be remembered and missed by her surviving family and many friends. A brick in the new walkway at the Museum has been purchased by her friends in her honor.
Brick Walkway – Don’t Miss Out!

It’s time to act if you wish to be included in the first wave of the commemorative brick walkway. We have over 100 bricks subscribed and will be placing an order with the supplier in November.

You can choose a 4” x 8” brick for $200 (three lines of type) or an 8” x 8” brick for $350 (six lines of type). Create your own wording for the brick, whether it is to honor a loved one, an ancestor, your business or yourselves.

Flyers were sent to all Museum members in June. Use that if you still have it or stop by the Museum and pick up another copy. To buy online, go to www. engravedbricks.com/campaign/HM.

Our Sincere Appreciation to Our Generous Business Partners

Bank of Marin

MILL DISTRICT

HEALDSBURG

YOUR LOGO

Could Be Here!

Contact
info@healdsburgmuseum.org
for more information
Healdsburg Museum & Historical Society Board of Directors
Eric Ziedrich (President), Ronnie Devitt (Past President, Volunteer Coordinator), Jon Eisenberg (Vice-President), Phyllis Chiosso Liu (Recording Secretary), Mark Decker (Treasurer), Jim Brush (Assistant Treasurer), Jerry Eddinger, Rawleigh Fjeld, Jeanne Leal-Hartlaub, Bob Pennypacker, Carol Peterson, Kay Robinson, Susan Sheehy (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:

Individual: $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

Newsletter Editor: Pamela Vana-Paxhia  Copy Editor: Eileen O’Farrell  Printing: digitalXpress