“Picturing Healdsburg” Exhibition

Members’ Reception February 12 at 5:30 pm
by Holly Hoods

Our visually exciting new exhibition, “Picturing Healdsburg,” presents a history of photography viewed through a local lens. Photographs capturing images of past and present Healdsburg depict our Plaza, the railroad, bridges, the Russian River, our downtown streets as well as people at work and play.

Our exceptional collection of cameras and photographic equipment includes recent donations from camera collectors Al Loebel and John Carriger. These never-before-displayed cameras will be featured with camera equipment from the Museum collection, some of which was used by professional

(cont’d on page 14)

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<td><strong>February 2020</strong></td>
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<tr>
<td>13  “Picturing Healdsburg” Exhibition Opens to Public, 11:00 am</td>
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<td>18  Board Meeting, 5:30 pm, Museum Research Center</td>
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<td><strong>March 2020</strong></td>
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<td>17  Board Meeting, 5:30 pm, Museum Research Center</td>
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221 Matheson Street
Healdsburg, CA 95448
707 431 3325
Fax 707 473 4471
www.healdsburgmuseum.org
info@healdsburgmuseum.org

Museum Hours:
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Wednesday – Sunday
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for more information
President’s Corner

by Eric Ziedrich,

Board President

One of the first things the Museum Board of Directors addresses in every new year is to determine our strategic goals and objectives. They serve as our operational road map for the next twelve months and beyond.

Fortunately, HM&HS is blessed with a talented staff, a committed Board of Directors and an enthusiastic army of volunteers. Overall, we have an extremely strong team assembled to handle whatever tasks and challenges that are put in front of us. However, without some specific goals, objectives and a concrete plan, we would likely never get past first base. That is why it is so critical to wrap up our strategic planning session with an articulated program to carry us through 2020.

I’m sure everyone involved in the Museum has their own thoughts of what the Board and staff should focus on. I wanted to take this opportunity to share a few of mine with you, and I invite you to share your thoughts with us, so we can hope to incorporate them into our 2020 Strategic Plan.

Here are my top three goals for the new year:

1. Lead a campaign to incorporate the historic portion of Healdsburg’s Oak Mound Cemetery into the City’s Park & Recreation Department, creating self-guided walking paths that lead to the gravesites of Healdsburg’s founders and past community leaders. Our cemetery is a historic, educational asset that has been wasted for far too long.

2. Team up with the City and Chamber of Commerce, pursue some sponsorships for financial support and develop or purchase a Walking Tour app (such as GPSmyCity or historypin) that could provide a simple tool that could lure tourists out of wine tasting rooms. It would encourage them to wander our City treasures, like our historic neighborhoods, the train depot and historic wine district, our parks, our golf course, the Villa, the cemetery and much more.

3. Expand our Business Partners Program (BPP). A few years ago, the HM&HS Board started a BPP, anticipating that most of our local businesses would embrace the opportunity to provide the financial support necessary to help sustain Museum operations. While the initial response was positive, we have experienced a decline in the number of supporters since the program’s inception. We must assemble a group of ambassadors who can spread the word about the Museum’s invaluable services to the business community if we are to continue to be able to maintain our operations.

There you go. That’s my set of priorities for 2020. Please feel free to share yours with the staff or the Board. Your input and support are greatly appreciated!

Volunteer News

by Ronnie Devitt,

Volunteer Coordinator

With the new “Picturing Healdsburg” exhibition opening this month, there will be a curator-led orientation for receptionists and a high(ish) tea. I am not sure your volunteer coordinator will be able to meet the standards of true British high teas, but it should be fun. If you are a wanna-be receptionist who hasn’t yet signed up or been trained, you are also invited. Please check the invitation on page 7 for more information.

The Volunteer Voice will continue this year as a weekly email blast; however, it will no longer be included in the Visitor Information binder on the desk in the gallery. Based on a recent survey of receptionists, we found that respondents were reading the Voice online, not the printed copies. The Visitor Information Binder will be better organized to provide information of interest to our visitors. Please continue to check the content of the binder as it will be updated often and include the Frequently Asked Questions and Answers from the Voice.

A special “thank you” to the volunteers who participated in the Annual Meeting, the take down and set up of exhibitions and the annual Museum cleaning.

Thanks to Our Latest Donors

Susan & Bill Arbios
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Sotheby's International Realty Staff
in honor of Eric Drew
Arnold Santucci’s Story of the Century

I was honored to be invited to Arnold Santucci’s 100th birthday celebration at St. Paul’s Church Parish Hall on Saturday, January 11.

Arnold came to Healdsburg in 1950 where he owned and managed the Healdsburg Tribune newspaper for 12 years. He became a leader of the community and is still a well-respected figure in our city.

Arnold and I first met 24 years ago when I was first hired by the Healdsburg Museum & Historical Society as a curatorial assistant. Arnold was our publications editor and much more. In fact, Arnold can be credited for establishing the Pioneer Award and History Lives Dinner as a fundraising event for the Museum. That was 22 years ago, and it is still a critical part of our fundraising efforts today.

Arnold’s son Bob asked if I would be willing to talk about what Healdsburg was like in 1950 when Arnold arrived. I turned to historic newspapers, city directories, maps and photos and consulted friends who lived here at the time.

In 1950 Healdsburg had a population of 3,184 (in contrast to the 11,000+ population today). It was an unpretentious industrial and agricultural town. There was gravel mining at the river and numerous lumber mills were in operation. There were regularly scheduled passenger and freight trains, along with a staging yard next to the depot.

Far from being “wine country,” Healdsburg was more the “buckle of the prune belt.” Prune orchards lined Healdsburg Avenue at the south end of town. Vineyards and orchards occupied the area where the Vineyard Plaza shopping complex is today. Everybody picked prunes, including schoolkids who earned money for their school clothes through their labor.

While Simi Winery and Italian Swiss Colony had the only tasting rooms in the area, there were nine bars.

Churches were well attended.

Downtown businesses included JC Penney, Sprouse Reitz, Plaza Hotel, Wright’s Feed Store, Fred Young Funeral Home, Ben Franklin, Garrett Hardware, Gromo Market, Bank of America, Western Auto, Anderson Jewelers, Purity Market, Biasotti’s Market and Safeway.

Lake Sonoma did not exist. Tourism was focused on the Russian River and Fitch Mountain resorts.

In addition to my brief talk, Bob Santucci and I brought historical memorabilia from Arnold’s career and from 1950s-era Healdsburg. The guests seemed to really enjoy viewing the displays.

It was a treat to celebrate our wonderful friend and share history together. So glad to be part of it.

Happy 100th Birthday, Arnold!
### Annual Appeal Donors

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It’s not too late to join this illustrious group of supporters!
You can always donate online ([www.healdsburgmuseum.org](http://www.healdsburgmuseum.org))
or by calling the Museum (707-431-3325).
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Museum Annual Membership Meeting

Nearly 80 Healdsburg Museum members and guests enjoyed a delicious and fun evening at the Museum’s Annual Membership Meeting and Potluck at the Krug Center on Thursday, January 16. We gather in January every year to elect a new Board slate and Board Nominating Committee, review the past year’s activities and outline plans for the year ahead.

President Eric Ziedrich welcomed the guests, initiated the voting and kept the busy evening upbeat and on track. He and I expressed appreciation to our outgoing Board members Jim Brush, Jeanne Leal-Hartlaub and Carol Peterson for their years of dedicated service to HM&HS.

We nominated and the members approved Steve Deas, Aleena Decker and Rich Passalacqua to join the Board. (Unfortunately, shortly after our meeting, we learned that due to a miscommunication with Steve, he will not be able to serve on the Board at this time.) The members also approved current Board member Bob Pennypacker’s move to become our assistant treasurer.

We presented the nominations for a Board Nominating Committee, consisting of Jon Eisenberg, Jerry Eddinger and Phyllis Chiosso Liu as Board representatives and Anita Kratka and Tom Chambers to serve as our community members, as specified in our by-laws. The Nominating Committee was also approved.

The following Board members were elected to serve the remainder of their terms: Eric Ziedrich, President; Jon Eisenberg, Vice President; Mark Decker, Treasurer; Phyllis Chiosso Liu, Secretary; Ronnie Devitt, Past President and Directors Jerry Eddinger, Rawleigh Fjeld, Kay Robinson and Susan Sheehy.

I gave a presentation reviewing the events, publications, exhibitions, highlights and challenges of 2019, including a flood in February and a wildfire in October. We had 82 volunteers and 6 interns who volunteered over 6,400 hours in the past year. We responded to over 400 research inquiries and hosted more than 5,000 visitors in our gallery, including youth and senior tour groups. It was an eventful year.

We paid tribute to four dearly departed longtime Museum friends and members, toasting Syl Borel, Mary Wattles Brandt, Darla Williams Budworth and Russ Green who passed away in 2019.

We will honor their legacy in our ongoing work at the Museum. Our hearts go out to their families. We were pleased to see Lori Borel and Dave Budworth at the event.

I looked ahead to describe our plans for 2020. I explained that we would be closing the Museum from January 23 to February 5 to deinstall the holiday toy exhibition, deep clean the Museum gallery and install our next exhibition, “Picturing Healdsburg.” A planning session for 2020 with the Board members and the Museum staff is scheduled for January 25.

The evening went smoothly thanks to Board member and Event Chair Susan Sheehy, the experienced Krug Center staff and the cadre of Museum volunteers who pitched in to help. The potluck feast was spectacular. We also enjoyed wines from our generous wine sponsors, Robert Young Estate Winery and Kelley and Young Wines, and our cider sponsor Golden State Cider. Kip Miller won the event raffle.

It was wonderful to see everyone and an excellent way to start the year. Cheers to 2020!

Receptionists!

You are invited to an Exhibition Orientation and High Tea

Tuesday, February 11, 2020
3:00 pm
Healdsburg Museum

Kindly RSVP to vdevitt@comcast.net
or 707-473-0595
Historic Preservation Awards

During the Museum’s Annual Membership Meeting, Architectural Historian Fran Schierenbeck, chair of our Historic Preservation Committee, presented three awards, illustrating each with contemporary and historic images. She described some of the interesting architectural social history that accompanied each building and let the owners describe for themselves the work they had completed on their properties.

Commercial Historic Preservation Award

The first award for Commercial Historic Preservation was awarded to the stately Greek Revival building at the northwest corner of Plaza and Center Streets, the former Farmers and Mechanics Bank at 119 Plaza Street. It was built in 1908 by Frank Sullivan, the same builder who constructed the Museum’s building. It replaced a building that had been badly damaged by the 1906 earthquake.

Today, the building is known today as “The Plaza Building.” It has been adapted for many commercial uses since its original bank uses, most recently as an art gallery.

The award recipient, Plaza Street Investments, boasts lengthy partner connections to the property, some as long as 40 years. Several of their members, including Theresa and Gordon Wstrom and Mark Jorgensen, were in attendance to accept the award.

Historic Restoration Award

The second award was presented to the Venado Historical Society for the Historic Restoration of Daniels School, an 1883 vernacular schoolhouse at the end of Mill Creek Road. The restoration was a labor of love and family history for the members of their Board, Bonnie Cussins Pitkin and her husband Richard Pitkin. Bonnie’s mother attended the school. Bonnie was part of the last Daniels School class in 1951 before the school closed and the students were absorbed in the Westside School District.

In the early 1990s former student Floramay Cootes Caletti and her husband Dick began the initial restoration work to save Daniels School, then in total...
Bonnie and her friend Sue Campbell were teachers together in Sacramento. They pledged to work together to restore the school. They succeeded in getting donations from local business owners, including Eddinger Enterprises and Healdsburg Lumber Company, and they received a grant from the Sonoma County Landmarks Commission.

Bonnie, Richard and Sue described their efforts to refurbish the school and teach children today what it was like to attend a one-room school.

Dick and Floramay’s son, Steve Caletti, was in attendance. He conveyed his appreciation for the restoration of the school and happiness about the award.

Residential Historic Preservation Award

The third award was a surprise to the recipient. Steve Caletti was called back to the podium to receive a Residential Historic Preservation award for his home at 512 Tucker Street, a Queen Anne he and his wife Cheryl purchased in 1991. The Calettis have maintained the original character of the house while restoring what was not original.

The house is historically known as the Paris and Ruth Ferguson House. Paris Ferguson was a pioneer settler of Alexander Valley and a longtime Healdsburg postmaster. It was built in 1903.

Cheryl was not in attendance at the meeting, but Steve declared that “she will be over the moon” about receiving the award for their stewardship of the historic house. It was a fun surprise to recognize their efforts.
Meet Our New Board Members

Rich Passalacqua
I was born and raised in Healdsburg as a fourth-generation member of a large Italian-Irish family. I grew up with five brothers and one sister. Following my graduation from Healdsburg High School, I attended Santa Rosa Junior College and completed my undergraduate studies at Santa Clara University. From there I went on to obtain my law degree from Santa Clara University.

I met my wife, Victoria, while attending law school. She grew up in San Jose. We married in 1987 just after I had passed the bar exam to become a licensed attorney. Together, we raised three children, Gianna, Dominic and Marcella.

In 1986 I joined the law practice of my father, Emil Passalacqua, here in Healdsburg and I have been practicing law in my hometown ever since. My areas of expertise include estate planning, estate and trust administration and personal injury law. I was joined in the practice by my brother, Joseph Passalacqua, in 1988.

I have been involved in numerous local organizations, including the Italian Catholic Federation where I served as president for many years. I also often cook for our fundraisers. I have also coached youth sports, particularly basketball, when my children were growing up. As a longtime member of the community, I look forward to serving on the Museum Board.

Aleena Decker
Hello, fellow history enthusiasts! I am thrilled and honored to be given the opportunity to serve the Healdsburg Museum & Historical Society—one of Healdsburg’s most precious gems.

I first approached the Museum as an undergraduate history student from Sonoma State University. At the time I had been recently introduced to Healdsburg by my then boyfriend and now husband, Scott Decker, native Healdsburger and guitarist extraordinaire. Needless to say, I fell in love with Healdsburg and Scott. With my interest in history (and the chance to get some school credit), it took me no time to find the Museum and start an internship.

After my internship with the Museum and graduation, I did what many millennials do and juggled a couple of part-time jobs from wine hospitality to music performance. I soon discovered another Healdsburg treasure, the Healdsburg Chamber of Commerce & Visitors Bureau, where I have been employed for some time.

I returned to Sonoma State for a Master’s Degree in Public Administration and am now completing that program.

If you want to share a geeky love of history, get recommendations for fun things to do in Healdsburg or see my next jazz or rock show with my enormously talented hubby, I would love to meet you.
A Journey into the Past

Last month Meredith Dreisback led a trip through 100 years of history with the members of the Alexander Valley Ladies Aid (AVLA). Sharing carefully selected documents, artwork and newspaper clippings, she brought a series of artifacts and Ladies remembered to life. As the group’s historian, Meredith recalled interesting trips and services performed over the years, artfully calling up the names of people sitting around the tables, bringing smiles and laughs along with a sense of camaraderie. Yours truly was among them.

Fortunately, Meredith had given me a “heads up” earlier, so I was prepared. She stood behind my chair and read out from the 1964 AVLA minutes a “yea” vote to help fund a trip for Janie Bonham to the 15th Annual United Nations Pilgrimage sponsored by the Independent Order of Odd Fellows (IOOF) and Rebekah groups from across the country.

I stood up to offer a 56-year-old “thank you,” and to share with my friends the story of a contest for a trip to New York. I lost by 0.8 of a point. Although my second-place finish would have allowed me to go on the trip for a fee of $400 ($3,300+ in today’s dollars), it was out of reach for my family financially. The Healdsburg IOOF and Rebekah groups thought the 0.8-point differential warranted an additional fully funded trip. In an effort led by Mrs. Harold Hoskins and Neal Iversen, they successfully raised the necessary funds with a booth at the Future Farmers of America (FFA) Fair and by soliciting other local service organizations.

I shared newspaper articles over half century old and told a story about the most memorable aspect of the three weeks: being housed and fed through the hospitality of IOOF and Rebekah families all the way across the country and back.

Thank you, Meredith, for the warmth of those memories.

Welcome Our Newest HM&HS Members

Kathleen Harrison
Mark Jensen
Christopher McCarthy

Thanks to Our Latest Cemetery Restoration Donors

Doris Evans in honor of Valerie Petersen
Valerie Petersen in honor of Family and Friends
“Picturing Healdsburg” Exhibition

early 1900s photographers Mervyn Silberstein and S.E. Langhart as well as by Arnold Santucci of the Healdsburg Tribune in the 1950s. We also feature a vintage bellows camera on loan from Jennifer Levine of The Lab, the Museum’s trusted photographic studio. Located in Santa Rosa, The Lab enlarges, prints and mounts our exhibition photographs. The Lab’s photo reproduction expertise is well represented throughout the gallery.

Our display also illustrates advances in photo processing and printing, including samples of ambrotypes, daguerreotypes, tin types, cabinet cards, stereographs, post cards and glass plate negatives—even Polaroids. Historian Jack Trotter has graciously assisted with research, including a timeline of local photographers with samples of their work. A scale model of the Healdsburg Plaza in the 1880s, created by talented woodworker Jon Lacaillade, brings other historic photographs vividly to life.

We think it is very important to add contemporary photos to our collection, since today will one day be history. We are looking for you to participate! We want new images of these iconic places in the community. After you visit the exhibition, please contribute your own images to our gallery. You may bring prints to the Museum for us to scan, email digital images to holly@healdsburgmuseum.org or post them online using the #PicturingHealdsburg hashtag.

Healdsburg Museum & Historical Society Board of Directors
Eric Ziedrich (President), Jon Eisenberg (Vice-President), Phyllis Chiosso Liu (Recording Secretary), Mark Decker (Treasurer), Bob Pennypacker (Assistant Treasurer), Ronnie Devitt (Past President, Volunteer Coordinator), Aleena Decker, Jerry Eddinger, Rawleigh Fjeld, Rich Passalacqua, 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