

THE PETALUMA HISTORICAL LIBRARY & MUSEUM

20 Fourth Street, Petaluma, California 94952
707-778-4398 Fax: 707-762-3923
www.PetalumaMuseum.com



Petaluma Museum Association
Bi-Monthly Newsletter

Volume 20, Issue 5

October/November 2010

The Petaluma Museum Association proudly presents

The Vietnam Experience: A Soldier's Story

~ Speaker Schedule ~

Saturday 10/2/10 – 4pm

Sunday 10/3/10 – 4pm

Saturday 10/9/10 – 4pm

Sunday 10/10/10 – 4pm

Saturday 10/16/10 – 4pm

Sunday 10/24/10

Saturday 10/30/10 – 4pm

Saturday 11/6/10 – 4pm

Sunday 11/7/10, 4pm

Saturday 11/13/10 – 4pm

Sunday 11/14/10 – 4pm

Saturday 11/20/10 – 4pm

Saturday 11/27/10 – 4pm

Bruce Cader, Marine veteran

Bill Mattson, veteran platoon leader and poet;

Dick Sharke, veteran and photographer

Bruce Henderson, author

Leon J. DeLisle, military historian

Kate O'Hare, veteran

Cultural Day Celebration – **Kimchi Moyer**, Vietnamese civilian and émigré

Larry Williams, United States Marine Corps

James Pulis, veteran of the war's "Operation Starlite"

Dr. Shepherd Bliss, Humanities, Sonoma State University

Bruce Thompson, NY Times Best Selling Author

Gregory Fearon, veteran and Vietnamese children's advocate

Gerald Finton, veteran fighter pilot

Ken Holybee, veteran, Petaluma High graduate

Schedule is subject to changes – check for updates and additions at www.PetalumaMuseum.com



Left: Kimchi Moyer in front of a typical soldier's tent, getting ready for Petaluma Museum exhibit, "The Vietnam Experience: A Soldier's Story". Right: Kimchi with Tony Lazzarini, filmed with KPIX-CBS.

PRESIDENT'S MESSAGE

As the Vietnam war waged, everyone talked about it, when the war ended no one wanted to talk about it, now as a country we are ready to talk about it as the emphasis has shifted from the politics of war to recognizing those who served. We are truly honored our local veterans opened up their lives and shared their experiences and artifacts for our newest exhibition "The Vietnam Experience: a Soldier's Story." We are also very grateful for the support and contributions of the local South Vietnamese community.

Those who fought in Vietnam are slowly leaving us, approximately 300 dying each day. That's why an exhibit like this is so important to help educate the younger generation about the sacrifice these men and woman have made and to offer all those veterans our deepest gratitude for their service.

Welcome Home!
Joe Noriel



The Vietnam focus group poses under the exhibit banner outside the Museum.

Thanks to our current exhibit contributors:

Clover Stornetta
Vietnam Veterans of America Inc. Redwood Empire Chapter 223
Vietnam Veterans of America Chapter 563
Vietnam Veterans of America Sonoma Mountain Chapter 563
Marine Corps League 686
MOPH Chapter 78

Petaluma Museum Association

Mission Statement:

"To preserve the history of Petaluma and the surrounding area; to provide educational and cultural services to the community which stimulate interest in the history of Petaluma; to preserve, enlarge, and exhibit the Museum's collections, and to present other cultural events that educate, entertain, and enrich the experience of our community."

Petaluma Museum Association Board of Directors:

President:

Joe Noriel

Vice President:

Brian Granados

Treasurer:

Pat Donegan

Recording Secretary:

Kit Schlich

Directors:

Dan Brown

Liz Cohee

Ted Feldman

Don Phoenix

Gloria Robinson

Mark Tomlinson

Marshall West

Historian:

Katherine J. Rinehart

Historic SPARC Representative:

Bill Wolpert

UPDATE is a bimonthly publication of the Petaluma Museum Association. Many thanks to all contributors to this issue and to Katie Watts for donating her proofreading skills.

UPDATE Contributors: The deadline for information to be included in the Dec. 2010/Jan. 2011 issue of UPDATE is November 10th.

Any news or item of interest is welcome. Submissions can be placed in the newsletter box in the Museum office, faxed to 762-3923 or e-mailed to newsletter@PetalumaMuseum.com.

CALENDAR OF EVENTS

Saturdays through October 27th at 10:30 a.m.

Historic Downtown Walking Tours

Free – Led by costumed docents

Through November 28th

“The Vietnam Experience: A Soldier’s Story”

Artifacts, photos, videos, speakers

October Volunteer Meeting Cancelled

Monday, October 18th at 6 p.m.

PMA Board Meeting

Saturday, October 30th, 10 a.m.

Annual Cemetery Tour

Featured cemetery: Calvary Catholic
Tour guide: Marianne Hurley

Annual Holiday Tea

Sunday, December 5th

One seating at 1 p.m.

Masonic Hall

9 Western Avenue

\$25



We will take reservations from
PMA members starting on
October 15th. Reservations will
open to the public on
November 1st.

Rabbi Feldman Joins PMA Board

The Petaluma Museum Association is pleased to welcome a new member to the board of directors: Rabbi Ted Feldman of the B'nai Israel Jewish Center of Petaluma. Highlights of his career include his posts as executive director of Jewish Family and Children's Services of the East Bay and executive director of the Jewish Federation of the Sacramento Region. Before coming to California in 1992, he was involved in several Jewish organizations in Florida, including fundraising. Ted also served synagogues in Columbus, GA (for eight years) and in Boca Raton, FL (for six years).

With a lifelong commitment to the Jewish and general community, he received his bachelors degree in psychology at Roosevelt University in Chicago and a Master of Arts and ordination from the Jewish Theological Seminary in New York. Over the years, he has served on many boards of organizations serving the community. Ted has two children and three grandchildren. He and his wife, Jirapat, moved to Petaluma in 2006.

Ted explains what attracted him to the Petaluma Museum Association: “The Schindler's List exhibit last fall gave me the the opportunity to learn about the Museum and the wonderful people who are working so hard to recast its place in community. I see the profound educational role that the Museum can and does serve in Petaluma. Joining this board is a chance for me to serve my community and learn more about the city that is now my home.”

Take Your Place in History

Celebrate a life, recognize a special occasion or honor an achievement while supporting the Museum. The Donor Wall is located in the Museum's lobby. Individual names start at \$100; corporate sponsorships are \$500. Your contribution includes a free one-year membership to the Museum. If you are already a member, you will receive a free year after your current membership expires.

Those who have contributed \$100 or more for any reason will be invited to have their names added to the wall. For more information please call 707-778-4398 or email pmuseum.info@Petaluma Museum.com.

New Volunteers Make a Priceless Contribution

Mary Rowe and Frances Athias have joined the PMA office staff to pitch in with essential administrative, creative and miscellaneous support. “They are our heroines!” says Museum coordinator, Kit Schlich, with a sigh of relief. Office mate Liz Cohee agrees, and speculates that without the help of these individuals the Vietnam exhibit could not have come together as splendidly as it did.

A resident of Petaluma for 25 years, Mary has volunteer experience at her daughters’ school as well as useful business management background. Scouting around the community for a worthy cause, she had a chance meeting with Liz at the docent desk. If you know Liz, you can easily imagine how her natural enthusiasm lured Mary into the office. Mary took on the painstaking task of logging in, photographing and digitizing information about the hundreds of Vietnam veterans’ artifacts that are currently on display. She also bore witness to the veterans’ individual stories with compassion.

Frances is new to Petaluma and looking to learn more about the city and meet people. She hails from the East Coast and has experience as a librarian, including volunteering at academic, special, public, and high school libraries. Frances shows an eagerness to “do whatever it takes” to support Kit and Liz. Her varied duties include vital assistance with the membership paperwork, typing up veterans’ stories for eventual exhibit signs, and these never-ending administrative tasks that can go untended during pre-exhibit frenzy, all with poise and calm.

Should you run into Mary or Frances when you visit the Museum, please thank them for their jobs well done!



Welcome Home Day

The City of Petaluma issued a proclamation to designate Saturday, September 25, as ‘Welcome Home Day’ to all veterans of the Vietnam war, to coincide with the PMA’s exhibit. Although 2010 marks the 35th anniversary of the end of America’s involvement in the war, for many veterans this was the first time they were formally welcomed home.

The event began at the Petaluma Visitor Center, then moved to the Vietnam Veterans Memorial Plaque in Walnut Park. The Northern California chapter of Patriot Guard Riders (who attend funerals of fallen American heroes such as veterans, law enforcers and fire fighters) gathered to serve as motorcycle escort to honor those lost their lives in the war. Vietnamese refugees who have settled locally joined veterans in placing wreaths at the memorial.

The third stop was at the Museum steps where mayor Pamela Torliatt read the city proclamation and a representative from State Senator Mark Leno’s office offered congratulations. Veterans extended a sincere “Welcome Home” to the Vietnamese, who returned the favor by thanking the veterans wholeheartedly for the sacrifices they made for their home country. PMA President Joe Noriel expressed the hope that this event that helped unite both groups might be followed by other veteran organizations across the U.S.

See page 6 for some “Welcome Home” photos and visit www.PetalumaMuseum.com for more.

From the Archives

by Katie Watts

What was happening in Petaluma
150, 100, 50 years ago? Let's take a look.

150 years ago

◆ Crockery, china and glassware, silver-plated castors, forks and spoons; Britannia teapots, castors and lamps; table cutlery including ivory-handled knives and plain table cutlery; lamps of all kinds; Japan tea trays, rosewood and mahogany mirrors; gilt and plain tea sets; kerosene oil and lamps; glassware of all kinds and clocks, one- and eight-day. A.B. Case, Main street near Washington Street. (Oct. 5, 1860)

◆ S.H. Dearborn, house, sign and carriage painter, offers banners, flags, transparencies, caricatures, devices, &c. of all kinds for the presidential campaign, executed in the best manner and at low rates. Orders from the different political clubs in the county will be promptly attended to and they may be assured they will get better work at a cheaper rate than can be done in any other part of the state. Come one, come all and I will make you laugh and grow fat! Shop in rear of the Metropolitan Baths. (Oct. 5, 1860)

◆ Pain annihilated! Dr. J. Lovejoy, surgeon-dentist, having opened an office next door to Musical Hall, is now extracting teeth &c by aid of electricity without pain. All kinds of dental operations performed and satisfaction guaranteed. (Oct. 5, 1860)

◆ A letter from Paris states that a new color has been discovered producible from coal tar. It is called dianthine and varies from deep purple to all the shades of bright rose. (Oct. 5, 1860)

100 years ago

◆ Deputy County Surveyor Thomas H. McNamara went to Petaluma on the morning train Thursday where he did some surveying on what is known as Chapman Lane. This lane at the present time is of varying widths, and recently the property owners of that lane have decided on having the lane made a uniform width of 40 feet, giving it the dignity of a county road. Chapman Lane begins at the western boundary of the city limits and runs in a westerly direction to the Charles Saline place. There it connects with the main county road. It is in Magnolia District. (Oct. 1, 1910)

◆ The show given by Buffalo Bill in the big arena at Santa Rosa on Thursday night was great. The Indians were real and so were the cow boys (sic) and the parts they played were thrilling to the extreme. Every feature was good and it is hard to say which was the most enjoyable. Buffalo Bill took a prominent part. The trained horses were the best seen in many days. Elephants, dromedaries and fine horses of the far east competed with the mustang, broncho (sic) and the demure-looking but exceedingly wicked pony of the plains. The crowd last night must have reached the

2,000 mark and the cars from Petaluma showed our city did her share to swell the crowd. Many went up on the steam train and came back with the electric road travelers. The hour ride was made in two and the cars resembled sardine boxes because they were so closely packed. Many stood the entire trip and were heard to exclaim, "never again." (Oct. 1, 1910)

◆ The street lights were lighted on Friday night before the Democratic rally commenced at the Hill Opera House. Forgett's band furnished music and things were rather lively. Many visiting politicians were here for the meeting. (Oct. 1, 1910)

◆ This evening at Dreamland Rink the first grand ball of the winter season will be given under the auspices of Petaluma Stamm No. 288 German Redmen. Special trains carrying members of adjoining lodges will arrive in time for the event. The pleasant affair will last until morning with an intermission for a midnight supper. The grand march commences at 9 o'clock. The Patriarch's Militant Band will furnish excellent music for the occasion and it is planned to have 18 musicians in the balcony with selections being rendered on the street prior to the opening of the doors. (Oct. 1, 1910)

50 years ago

◆ Approximately 67.6 percent of Petaluma families, according to a nationwide survey, had spendable incomes of more than \$4,000, after taxes, last year, indicating the city's population enjoys middle-income earnings or better. Of that percentage, 16.5 percent were in the \$7,000 to \$10,000 bracket. (Oct. 1, 1960)

◆ Dr. Frank Foster, Harry Nielsen, Wesley Hill and Lowell Kuehn – collectively known as the Roostaires – entertained a delighted audience at the first meeting of this year's Cinnabar Parent Teacher Association. (Oct. 1, 1960)

◆ The value of vegetables will be discussed by Mrs. Alma Pope at the next meeting of the American Red Cross Four-Point Food Program Monday. Mrs. Pope said one of the most common dietary deficiencies in this country is an inadequate amount of green and yellow vegetables. (Oct. 1, 1960)

◆ The brand, spanking new Petaluma Inn makes its initial bow to the community Sunday afternoon at an open house, complete with coffee and cookies. The gleaming facility – a 36-unit motel with the latest in comfortable conveniences for guests – is set to open for business at its East Washington Street and Highway 101 location. Its big sign is easily in sight of the busy freeway and access roads are safe.

The building is reminiscent of the Old Adobe, with its full balcony shielding its second story rooms and its brown color tones. The rooms boast wall-to-wall carpeting, full tile showers in every room and Swedish modern furniture. Every room also has a 23-inch television set, free for guests' use, and a new Princess telephone. Room prices range from \$8 to \$20 per night. (Oct. 1, 1960)



NEW MEMBERS

Lori Brooke, Cindy Conrad, Bill Fishman, Chalet Florist, Travis Daniels, Brad DaVall, Larry Devlin, April Goltermann, Casey Goltermann, Excel Mortgage Solutions, Marc Guthormsn, The Hand Group, The Hendricks, Patrick Ibanez Painting, Fillinger Insurance, Stephan Jensen, Phyllis Johnson, Terry Kosewic/Kozy Homes, Lakeville Autobody, Lipman and Associates, Main Street Computers, Mary Mansi, Minuteman Press, Northbay Automotive, Northbay Tax and Financial Services, NP Software, Michael Regan/The Regan Team Home Loan Group, Rudolf Rentzel/Attorney at Law, Adrienne Rodgers, Mary Rowe, Roy's Chicago Doggery, Serendipity Chiropractic, Tim Talamantes, Larry Tencer Insurance, Joann Tortarolo, Jeff Zaruba/Zaruba Photography

RENEWALS

Virginia Anderson, Virginia Breedlove, Dolphin Charters/Ronn Patterson, Pat Donegan, Prue Draper & Family, Walter Ehlers, Rabbi Ted Feldman, Marilyn Gambonini, Eva Gold, Helen Hagopian, Richard & Betty Hansen, Matt & Ginny Hautau, Kathryn Lawrence, Carolyn Mack, The Noriel Family, Lois Pasini, Janet Rodd, Kit & Steve Schlich, Kristina Schmale, Donald O. Scott, Ron & Cynthia Simmons, Marvin Smart, David & Florence Strange, Sweed School HOA, Marilyn Thompson, Bill & Ellen Throop

NEW LIFETIME MEMBERS

Mr. & Mrs. Marv Ashman
Ken & Annette Goltermann Family
Steve & Karen Kemmerle

SPECIAL TRIBUTES

Clark & Susan Coolidge, Haroldine Hansen,
Fred M. Jennings, Mildred King and Ursula
Rodgers in memory of
Merton Doss

Kit Schlich in memory of
Merton Doss and Dottie O'Shea

SMITHSONIAN "BEYOND" EXHIBIT DONATION

Herb & Jan Lee

DONATION

Dorothy B. Pathman

Seeking a School Coordinator

The PMA is looking for an eager and well-organized individual to volunteer for the important position of Education Program Coordinator. This job involves training and scheduling tour docents to provide tours of the Museum and downtown for third-grade students as well as make classroom presentations about Petaluma's history. This program is a perennial favorite among students and teachers and an important contribution to the community. For more information, inquire by email to joe.noriel@PetalumaMuseum.com.

Skalagard Art Exhibit

Special thanks to Liz Cohee, Kit Schlich and Marshall & Karen West. Congratulations to Ken Nugent - winner of the drawing for the Skalagard painting!



Marshall West and Joe Noriel with Hans Skalagard at the Museum's exhibit reception in August.

Petaluma Museum Association Lifetime Members:

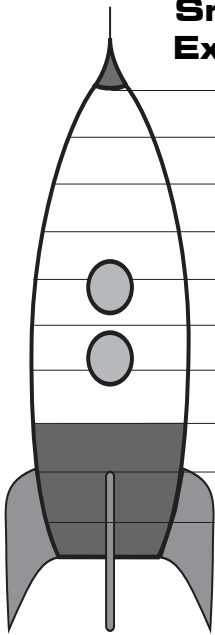
Linda Adams, Mr. & Mrs. Marv Ashman, Claire Barricks, Nancy Bauer, Ron Bausman/Art Wagner, Jim Becker, Marcie Becker, Ann & Gordon Blumenfeld, Walter & Marilyn Bragdon, Samuel Brown, D.D.S., Arthur & Selma Cader, Coddling Foundation, Clark & Susan Coolidge, John Cota & Teresa Barrett, Angela E. De Carli, Daniel & Elissa DeCaro & family, Diane Dorfman, June Ferguson, Bonna & George Flynn, C. Michael Forrest, Jim & Kris Foster, Kathy & Richard Fries & family, Cheryl & Derlin German, Jane Gianini, Ken & Annette Goltermann Family, Margaret Gossett, Bill & Connie Hammerman, Ann Hobrecht, Gary & Lynn Imm, Carol Isaak, Toby Kaehler, Steve & Karen Kemmerle, Mildred King, Bill & Lucy Kortum, Rollie & Shirley Leeburg, Catherine & Theodore Lehmann, Blanch Lieb, Sid & Gerry Lipton, Constance Mahoney, Peter Masi/Master Cleaners, Charles & Evelyn Matteri, Shirley B. McDonald, Keith & Debbie McNeil, Max Mickelsen, Pierre & Sonja Miremont, Tim & Lori Nelson, Tammara Norman & Edwin Hamilton, Dottie O'Shea, Ross Parkerson, Edward & Barbara Peterson, Ray & Ettamarie Peterson, Russel Pleech, Shep & Velma Porter, Lawrence Reed, Ed and Bernadette Ricci, Tim & Deborah Riddle, Katherine & William Rinehart, Jerry & Mary-dee Roy, Evangeline Ruiz, Gloria Salick, Nancy Sasser, Shep & Lou Shepherd, Clarice Stasz, Thomas & Mary Stelzner, Lee Strauss, UBS Financial Services, Lenore Urbain, Eugene & Lucy Urbain, Ruth Walker, Ron & Judy Walters, Margery Wolf, Nick Zaillian.

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**Smithsonian "Beyond"
 Exhibit goal: \$10,000**



- \$10,000 The PMA seeks individual and corporate sponsors so we can offer free admission to all. We offer these incentives:
- \$9,000
- \$8,000
- \$7,000 \$50 - Buzz Aldrin color photo
- \$6,000 \$100 - Buzz Aldrin's book *Magnificent Desolation* and color photo
- \$5,000
- \$4,000 \$1,000 - Aldrin's book, signed by the author
- \$3,000 The PMA has raised \$3,000 so far. details, email Joe Noriel at Joe.Noriel@PetalumaMuseum.com.
- \$2,000
- \$1,000

The Museum Association welcomes new members! *Tell a friend!*

Benefits include a bimonthly newsletter, workshops, special member events and opportunities to serve as tour guides, docents, volunteers and resource persons.

- \$25.00 Individual
- \$10.00 Limited Income/Senior
- \$35.00 Family
- \$50.00 Business
- \$ 50.00 Contributing
- \$ 300.00 Life Membership
- \$ 500.00 Sponsor
- \$1000.00+ Benefactor

Name _____ New Renewal (*circle one*)

Address _____ Phone _____

City _____ State _____ Zip _____ email _____

Are you interested in volunteering? If yes, please specify interest. (Opportunities include: docent, gift shop, newsletter, publicity, fund-raising, membership gifts & bequests, research, oral history, cataloging, exhibits, carpentry, textiles, school programs, grant writing, special events, photos.) _____

Please return the above form with check made payable to the Petaluma Museum Association, attention: Membership Administrator (Tax deductible to the extent allowed by law.)

The museum is open to visitors Thursday through Saturday from 10 a.m. to 4 p.m.; Sunday from noon to 3 p.m. and by appointment. For special walking tour arrangements, please call 707-778-4398 or email: pmuseum.info@PetalumaMuseum.com