

20 Fourth Street, Petaluma, California 94952
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www.petalumamuseum.com

UPDATE

Petaluma Museum Association
Bi-Monthly Newsletter



Volume 20, Issue 3

June/July 2010

Come One, Come All!

PMA Annual Meeting and General Election

Petaluma Museum Association holds its Annual Meeting and General Election on Monday, June 21st at 1:30 p.m. Join us for coffee and dessert during a brief presentation and cast your votes for PMA board members. Below are brief biographies of our candidates:

Dan Brown has been a Petaluma resident for 19 years and is an employee of the National Park Service, currently working at Point Reyes National Seashore. For the last 17 years he has also served as an Historic Preservation Specialist, working on and leading preservation projects. Dan is a passionate collector of local historic items, and hopes to contribute his knowledge to help with exhibits and acquisitions. He also has experience with Preservation Guidelines. He joined the Board in January 2009.

Gloria Robinson joined the PMA Board of Directors in August 2008. She has extensive past board experience at the Petaluma Ecumenical Project; Petaluma Recreation, Music & Parks Commission; Sonoma County Status of Women; and Petaluma People Services Center. Gloria founded Petaluma Blacks for Community Development 32 years ago, and in
(Continued on page 4)

Fourth of July Bell-Ringing

On July 4th, the Petaluma Museum Association will host its annual bell-ringing ceremony. Petaluma joined this nationwide tradition in 1962 with mayor Helen Putnam, who rang the bell at her home on the corner of B and Fair streets. After Mrs. Putnam's death, her son donated the bell to the Petaluma Historical Library & Museum. The PMA elected to follow the Fourth of July tradition.

The ceremony begins at 10:30 a.m. with William Pepper and PMA President Joe Noriel will again host this year's festivities. Boy Scout Troop #9 will raise the flag and mayor Pamela Torliatt will read a bell-ringing proclamation. After everyone rings the bell, starting at 11 a.m., the event moves to the Garden Court for cookies and lemonade. Please join us for this annual tradition.



Helen Putnam at one of the early bell-ringing ceremonies that took place on her lawn on B Street.

**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 undertake fund-raising activities to preserve, enlarge, and exhibit the Museum’s collections.”

**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
Don Phoenix
Gloria Robinson
Lee Strauss
Mark Tomlinson
Marsha Trent
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 August/September 2010 issue of UPDATE is July 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.

PRESIDENT’S MESSAGE

Hello fellow PMA Members,

Summer has finally arrived and most of us are looking forward to some much needed rest and relaxation. The past few weeks have been our busiest so far this year, and I hope you have had the opportunity to come and see what all the excitement is about. I am pleased to report that we are continuing to break attendance records with our exhibits. With recognition from numerous media outlets, “Elvis! Grace & Grit” has become a huge hit in the Bay Area. We continue to get thousands of new visitors per month, for many their first time to Petaluma. These Elvis fans also enjoy our local history and appreciate our city’s great downtown shops and restaurants.

I want to express my sincere gratitude to all of you who have taken the time to personally acknowledge your appreciation of all our recent efforts. These thoughtful comments make it all worthwhile.

All my very best to you and many warm wishes for a wonderful summer.

Joe Noriel



Like our 1925 Egg truck, two Leghorn hens also broke down next to the Museum during the Butter and Egg Days parade!

CALENDAR OF EVENTS

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

Historic Downtown Walking Tours

Free – Led by costumed docents

Through July 4th

“Elvis! Grace and Grit” Exhibit

1956 Elvis documentary screens every

Saturday at 1:30 p.m.

Monday, June 21st at noon

Volunteer Appreciation Luncheon

Good food, door prizes

Monday, June 21st at 1:30 p.m.

General Meeting and Election

Dessert and coffee served

Sunday, July 4th at 10:30 a.m.

Annual Fourth of July Bell-Ringing

on the steps of the Museum

Monday, July 14th at 2 p.m.

Monthly Volunteer Meeting

Visitors welcome

Monday, July 21st at 6 p.m.

PMA Board Meeting

Public welcome

Saturday, August 10th

Great Petaluma Quilt Show

In the Museum Garden Court and
throughout downtown

Thursdays, August 12th, 19th & 26th at 11 a.m.

Story Time at the Museum

Petaluma Regional Library brings children’s
stories to life in the Garden Court

Petaluma Museum Takes First Place Trophy in B&E Days Parade!

Elvis, followed by his pink Cadillac, and the Petaluma High School Fan Brigade, sang and danced their way into the hearts of the judges in this year’s Butter & Egg Days Parade. Even with stiff competition, the Elvis ensemble garnered a first place award for a *Costumed Marching Group*.

You can view the King and his crew shaking their blue suede shoes on our website – www.PetalumaMuseum.com. DVD copies of the performance are available for sale.

A special thanks to Brian Granados and his Petaluma High History students . . . you made the King proud! And thanks to Steve Schlich for videotaping the parade entry along the entire route.



History students from Petaluma High, who “rushed” Elvis as he passed the Petaluma Museum on the parade route.

Election...

(From page 1)

2001 received the Petaluma Coordinating Council's Woman of the Year Award. She currently works at Sonoma Mountain Elementary School.

Marshall West has been involved with the Petaluma Museum since 1996, serving as Treasurer from 1997 to 2005 and as a Director from 2005 to the present. He is a Walking Tour Guide and a Desk Docent, as well as Chairman of the Finance Committee. In his pre-retirement days, Marshall was Vice President of Finance and Controller of a high technology corporation. He has a BS in Business from Kansas University and an MBA from University of Southern California.

Liz Cohee joined the PMA board in the fall of 2009 and made an immediate impact by taking responsibility for enhancing and maintaining the Museum's website. She also manages the PMA membership database, assists with exhibits and serves as a desk docent. Liz has been an active volunteer most of her adult life, including serving as president of the board of directors of the nonprofit Los Angeles Meditation Center before she moved to Petaluma. Her previous employment involved providing technical support (hardware, software, networking) for several large law firms. As a tour guide she enjoys generating public interest in the Museum.

Lee Strauss teamed up with the PMA board earlier this spring with the goal of making a significant contribution as a fund-raiser to the PMA membership. Her past experience with non-profits includes volunteering with Guide Dogs for the Blind, Petaluma Pet Pals, Petaluma Ecumenical Properties Events Committee and others. She currently gives her time to the Hospice of Petaluma, the Jewish Community Center of Sonoma County, and Spreckels Theater. Employed as a Realtor, Lee has significant corporate career experience. Her

special interests are fund-raising, special events and exhibits coordination and community education.

Mark Tomlinson is the PMA board's most recent new member, joining in early May. He is a local business owner, well-versed in all the facts of running a business: marketing, sales, managing HR and accounting. He has years of experience in corporate technology, finance, banking and insurance management. Mark has lived in Petaluma for 23 years and, in his own words, wants to "give something back to the community that has been so generous to me over the years, through volunteering my time with the PMA." Now semi-retired, Mark is drawn to the Museum because of his passion for history.

2012...the beginning.

We are in the hunt for any significant Petaluma historical artifacts to display for our 2012 grand reopening. If you have a bit of Petaluma history you would like to share, please contact Artifacts@PetalumaMuseum.com.

Another Successful River Cruise



PMA boardmember Marshall West on board the Delphinus with crew, Captain Ronn and Barbara Fitzgerald for the PMA benefit cruise.

The Museum hatches another Good Egg!



Bob Spurgeon shares a tale about this year's Good Egg, Harlan Osborne (right), at the Butter & Egg Days Opening Ceremonies in April.

Dottie O'Shea Fondly Remembered

One of our longest-tenured desk docents, Dottie O'Shea, passed away on May 2. A resident of Petaluma since 1957, Dottie devoted herself to volunteerism. She was a founding member of the Petaluma Valley Hospital Foundation and Petaluma People Services Center, and gave her time to ten other non-profits, earning a Petaluma Volunteer of the Year Award. We're lucky she reserved some time for our Museum!

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@PetalumaMuseum.com.



Question of the Month



Last Issue's Answer:

Jesse Couch correctly answered the question of what Elvis's favorite movie was: "King Creole". Jesse won a copy of the DVD, "Elvis '56".

This Month's Question:

In what way did Stephen King, the famous American horror author, show Petalumans that dogs are not always man's best friends?

New Year's Eve Performance: Update

Nigel Armstrong, who brought the house down on New Year's Eve with his extraordinary musical talent, has taken home the silver in what can only be likened to the Olympics of violin music.

The 20-year-old musical prodigy competed against violin players from across the world - and faced volcanic ash - to earn second prize in the Menuhin Competition in Oslo, Norway.

Great job, Nigel!

Petaluma Museum featured on Channel 7 News

Did you notice a Channel 7 news van parked in front of the Museum? ABC Reporter Don Sanchez was on-site sharing our Elvis exhibit with the rest of the Bay Area! Apparently it was effective, because out-of-towners have been showing up with regularity.

From the Archives

by Katie Watts

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

150 Years Ago

- ◆ By reference to another column, it will be seen that Dan Rice's Great Show, with its magnificent equipments, comic mules, intelligent ponies, an entire new troupe of star circus performers and elephants Victoria and Albert, will give two exhibitions in this city Wednesday afternoon and evening. The pavilion is new and our lady readers will doubtless be pleased when assured the seats are arranged on an improved plan to secure the safety and comfort of visitors. To those who would enjoy a hearty laugh, we say go. It is a sure cure for the blues. (May 25, 1860)
- ◆ We omitted to state last week that the Petaluma Guards, immediately upon the receipt here of the news of the troubles in Carson Valley, tendered their services to the Governor to proceed to the scene of hostilities. It is not now probable that their services will be required but if they are, we predict with confidence that they will do valiant and effective duty. (May 25, 1860)
- ◆ Judge Payran recently received an elegant and appropriate token of affection from his mother, a resident of Philadelphia, and now upwards of 80 years of age, in the shape of a richly embroidered pair of slippers. Notwithstanding the eyes that formed and the fingers that wrought this token of affection, have done service beyond the allotted period of life, it would be a difficult task for our modern belles to produce a piece of embroidery of equal beauty and finish. (May 25, 1860)
- ◆ Ho! Young America. Haskell and Scott have made arrangements to receive by every steamer from the city of New York boys' clothing of the latest styles. They are determined to make their establishment the *ne plus ultra* of Sonoma County. Ladies can there always find the prettiest and best-fitting gaiters and gentlemen

can find a dress suit of business suit of clothes from top to toe and everything pertaining to boys' dress in great variety. Come on boys, if you wish to shine. (May 25, 1860)

- ◆ It is estimated that 10,500 cases of segars are imported annually to this state from Havana and elsewhere. It is safe to average the cases at 8,000 in each, which would make the annual consumption in this state of 84,000,000 imported segars. At least four segars are made in California for every one imported, making the consumption of the home-manufactured article 250,000,000 annually, for a grand total of 336,000,000. If our population is estimated at something over 600,000 that should give each man, woman and child 560 segars per annum, to say nothing of pipe smoking and chewing. We are great smokers in California. (May 25, 1860)

100 Years Ago

- ◆ The Memorial Day address by Rev. Dr. Edward McCreary of Berkeley was one of the best ever heard in this city on an occasion of this kind and will long be remembered by those who heard it. The speaker, a veteran of the Civil War and an orator too, told from experience what many who heard him did not know. He recited reminiscences and gave history that was made under his own vision. He was reminiscent, forcible, patriotic and eloquent and his address breathed loyalty, reverence and love of country. Those who heard the venerable speaker will ever remember his words in future years and no one who heard him but were benefited by the words and felt that their time had been well spent. At the conclusion of the program, the ritual of the G.A.R. was beautifully performed at the grave of Comrade Frank E. McNear on the topmost elevation of Cypress Hill. Bugler Chester Pressey of Co. K sounded Taps and a firing squad from the company sent three volleys over the grave. If there is a finer National Guard company in California than our Co. K, the writer has never seen it. We also noted the sadly depleted ranks of the local G.A.R. post. The past year has been a severe one for

the little post and its numbers are gradually decreasing. Ere long there will be but a handful left, but the impressions left will be everlasting and although all may leave us in time, the lessons they have instilled will never be forgotten and long after the last of the little band is gone, will the day be revered by the people of Petaluma. (May 31, 1910)

- ◆ On Monday, the janitor of the Masonic Building made a mistake when he hoisted the flag half-mast in honor of Memorial Day - he hoisted it "downside up." When City Engineer N.S. Frost, who is the local representative of the American Flag Association and the self-constituted guardian of the American flag in Petaluma and a whole flag association in himself, saw that flag flying head downward he was thrown into great distress and went up into the air higher than that flag. In fact, Mr. Frost charged around promiscuously for a while and made a noise like the hottest frost on record. He could not find that janitor and he just could not allow that flag to fly wrong side up, so he climbed up to the roof and with his own hands he righted matters and then breathed easy. He never allows his enthusiasm to lag and in his hands the American flag is safe - in Petaluma. (May 31, 1910)

50 Years Ago

- ◆ Death and destruction mounted in southern Chile today in the wake of continuing earthquakes and tidal waves. Erupting volcanoes added to the horror. (May 25, 1960)
- ◆ The Tomaha project on the former McNear estate at the south edge of the city is going to continue, contrary to rumors which have circulated here during the past few days. Colonel Claus Tornell, a partner in the enterprise, said works have been temporarily halted due to a realignment of plans for the waterfront area where a marina is to be built. The original plan calls for 100 berths for larger vessels, plus a maintenance area, locker and storage facilities. A second stage involves a restaurant and cocktail lounge, 75-unit motel,

50 cottages, a service station and a large supermarket. A third stage includes an exclusive men's club using the present residence, Bellevue, as a nucleus. Three swimming pools are also planned. (May 25, 1960)

- ◆ Hagstrom's Supermarket has installed automatic doors at the Plaza Fair Center entrance. Customers now entering or leaving the store need only walk up to the doors which open automatically for them. (May 25, 1960)

- ◆ Keig's Shoe Store - which has been in the same family since 1900 when it was founded - has been purchased by Carl Mosher of Mill Valley. Mosher worked across the street from Keig's for a year in 1930. He also owned and operated shoe stores in Mill Valley and Westlake Shopping Center in Daly City. Mosher said, "I'm tired of that little chromium and glass box we have for a store in Westlake. It's without charm, whereas Petaluma's many older buildings offer a real opportunity for people with imagination." He visualizes a "period type" Petaluma in which the "charm and style of the past is preserved. With \$100,000 worth of paint in the right places, we could have a real marketable commodity here." (May 27, 1960)

Vietnam Memorabilia

The Petaluma Museum is looking for Vietnam stories and artifacts for the upcoming Vietnam Experience exhibit. If you have items you would considering loaning to us for display, please contact the Museum at 707-778-4398 or email Joe Noriel@PetalumaMuseum.com.

Leave a Legacy

Preserve the past by remembering the Petaluma Museum Association in your estate planning today. Benefit future generations by ensuring that the Petaluma Museum continues its role as steward of your community's history. The Petaluma Museum Association is a non-profit corporation - Tax Identification No. 94-2826729.

NEW MEMBERS

Dennis Andersen, Barbara Bicha, Irene Carnazola, Jeanne DeLuca, Candace Donnelly, Pat Faverio, Deborah Fox Fitch, Domenico Giglio, Holly Gulrich, Bill Habel, Katherine Hall, Victoria Webb/Terry Hankins of Looking Glass Images, Robert & Ronnie Harriott, Kelley Holly, Eric Hoppes, Kevin Jackson, Kathy Kahl, Sabrina Kalleen, Ellen Leshner, Jennifer Lounibos, Leroy Lounibos, Steve Marquez, Jacki McKeay, Eduardo Mokka, Darice Murray, Joy L. Pearson-Obitz, Eve O'Rourke, Elaine Petersen, Mari-Ann Gibbs Rivers, 'King' Jonny Sanchez, Barbara Schoen, Rick Torres of King Creole Entertainment, Stephen & Karen Tamborski, Dave Thomas, Connie Williams, Carolyn Whisler

RENEWALS

Eleanor W. Ameal, Sharon Andreassen, Architectural Design & Restoration, Inc., Joe & Kathy Balestrini, John & Louise Benanti, Donald Bennett, Dorothy L. Bertucci, Steve & Linda Buffo, Sherri Brungart, Karen Chambliss-Abraham, Linda Cheney, Pennylee & Heather Christensen, Nancy Denton, Marvin & Shirley Dolowitz, Judith Dover, Ruby Eatherton, Mildred Ferro, Barney & Alma Fauss, Terry Fraser, Greta & Nicholas Goulden, Barbara Harden, Kathy Hudson, Steven Kirk, Owen & Joan Cooper Lang, Mary Lill Lee, Paul & Marlene Lewis, Dewey Livingston, Chris & Julie Mastrup, Vicki McDill, Harlan Osborne, Herb & Dorothy Peck, Nils & Doreen Petersen, Irma B. Richardson, Gloria Robinson, Faith Ross, Sharon A. Sebring, Phyllis & Bruce Sharrow, Glenn Stewart, Len and Ruth Svinth, Eric & Mary Ann Swanson, Marsha K. Trent, Susan Villa, Katie & Craig Watts, Tom & Nancy Wilson

NEW LIFETIME MEMBERS

George & Margaret Gambonini & Family
James & Sue McIsaac

SPECIAL TRIBUTES

Eleanor & Don Ameal in memory of
Kathryn A. Becker
Ann Amyes in memory of Lucy Rose
Lee Strauss in honor of Joe Noriel to
celebrate his achievements

DONATION

Clover Stornetta Farms - Marcus Benedetti

DONOR WALL

Florence M. Fadelli
The Wild Hens
Janet L. Rodd



World-renowned pianist Jura Margulis with Elizabeth Walter of Sky Hill Institute, which sponsored a fabulous concert in May.



Elvis and fans dance and sing their way along the Butter & Egg Days parade route!

A good month for our wish list!

A sudden surge of goodwill by Museum members almost single-handedly took care of all the items we have been asking for.

Special thanks to those who generously thought of the Museum for their donations: Lynn Camhi gave us a wonderful professional shop vac; Vasanti Jayaswal gave us a fantastic shredder; and James Inden & Family donated a super copier that will copy 11"x17" paper which our Research crew will use for oversize books and maps.

Petaluma Museum Association Lifetime Members:

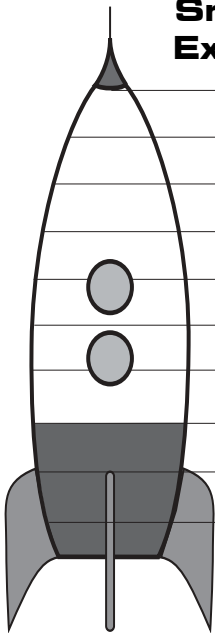
Linda Adams, Claire Barricks, Nancy Bauer, Ron Bausman/Art Wagner, Jim Becker, Marcie Becker, Ann & Gordon Blumenfeld, Walter & Marilyn Bragdon, Samuel Brown, D.D.S., Coddling Foundation, Clark & Susan Coolidge, John Cota & Teresa Barrett, Daniel & Elissa DeCaro & family, Diane Dorfman, June Ferguson, Bonna & George Flynn, C. Michael Forrest, Jim & Kris Foster, Kathy & Richard Fries & family, Cheryl & Derlin German, Jane Gianini, Margaret Gossett, Bill & Connie Hammerman, Ann Hobrecht, Gary & Lynn Imm, Carol Isaak, Toby Kaehler, 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, 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