



Joe Rochioli Jr. is Pioneer Award Winner of the Year *by Cindy Martin*



The Healdsburg Museum is pleased to announce that this year's honoree is a familiar name in our local wine industry. Joe Rochioli grew up on West Side Road in a farming family that grew everything from beans to hops to grapes. The son of Italian immigrants, Joe attended the one room Mill Creek School and worked alongside his father in the fields at home. He also found

time to raise animals for 4-H and FFA, learning skills that would prepare him to become president of the FFA while in high school.

When he entered Healdsburg High School, Joe knew he loved baseball but had never seen a football before. But that did not stop him from being awarded all league offense and defense in football as well as leading the baseball team in hitting. He excelled in both sports and was one of the first athletes elected into the Healdsburg High School Hall of Fame. He also proved his leadership skills while serving as student body vice president his senior year.

After high school, Joe went to Cal Poly and majored in Animal Science. While there, he continued to play baseball and eventually ended up playing for our own local semi-pro team, the Prune Packers. When he graduated from college, he served his time in the Army at a research hospital in Denver Colorado. Returning to his roots after completing his obligation to the Army, he began helping his father grow grapes on their West Side ranch. However, Joe was not content growing the older varieties that would end up in a red or white blend in the tank. He felt that in order to be successful they needed to plant low *(continued on page 3)*

HM&HS Annual Membership Meeting *by Bob Rawlins*

Well folks, it's time again to gather and hear what has been accomplished in 2009 and what is planned for the next twelve months. Do come - the evening is always festive with good food and fellowship. The meeting is scheduled for **Thursday, January 21, 2010 at the Villa Chanticleer Annex**. Doors open at 6 p.m. for a social hour and receipt of pot luck dishes by the kitchen crew with dinner at 7 p.m.

Following the dinner, we will elect officers and directors for the 2010-2011 term, and be informed with reports from the President, Executive Director, and Research Curator. Do plan to attend and feel free to bring a friend and/or a prospective member.



***POT LUCK ASSIGNMENTS*:** For last names beginning with ***M through Z please bring a hot dish/casserole**; for those with last name from ***A through L please bring salads**. Wine, dessert, and coffee will be provided but anyone who wishes to bring a special dessert is free to do so. Be sure to bring a serving utensil for your dish/salad as well as your own "place setting" of plate and eating utensils. We will provide wine glasses.

We will need volunteer help in three areas: 1) to decorate the tables in the afternoon; 2) to help in the kitchen and with serving; and 3) to help with the clean up at the end of the meeting. I will circulate lists at the HMVA meeting on January 6th at 9:30 a.m. in the Research Center. If you cannot attend the HMVA meeting, please call me at 431-1109 and tell me on which list to add your name.

Calendar	
JANUARY, 2010	FEBRUARY, 2010
6 HMVA Meeting, 9:30 am	3 HMVA Meeting, 9:30 am
19 Board Meeting, 8:30 am	16 Board Meeting, 8:30 am
21 Annual Meeting, Villa Chanticleer Annex, 6 pm	"Magical Toyland" Exhibit Continues Throughout the month
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Healdsburg Museum

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Healdsburg, CA 95448
Telephone 707 431 3325 - Fax 707 473 4471
www.healdsburgmuseum.org
HealdsburgMuseum@sbcglobal.net
Museum Hours: 11:00 - 4:00 pm
Wednesday - Sunday,
CLOSED MONDAY and TUESDAY
Research Center open by appointment:
Thursday - Saturday

From the Director's Chair "Celebrating Our Centennial Year"

by Sue Ross

Although still winter, a gentle breeze is wafting through the Museum. The delightful *MAGICAL TOYLAND* exhibit - 100 years of our collective youth - has made dark winter days lighter as we remember gentler times. Holly's filling the gallery with objects was just the beginning. The laughter of children in the arms of young parents, or holding tightly to grandparents' hands has brought that history to life. HMVA's three Open Houses welcomed 200 people with *many* more visiting daily - alone, with their families and friends, or as part of school tours.

That gentle breeze will pick up energy as we welcome 2010 in our historic building through a *CENTENNIAL YEAR CELEBRATION* - an elegant testimony to all that has come before and appropriate setting for that yet to unfold. We won't take you "Back to the Future," but "*Forward to the Past!*" Six new Board Members will help us with exciting plans to expand and enrich our programs, exhibits and resources.

In 2010 new shows are planned that will focus on the past 100 years - from the glorious architecture which distinguishes Healdsburg, to a peek into how we lived and what we wore over the decades. Each exhibit will include a children's "*Hands on History*" component to involve our youngest residents in the wonders of the past. We will also enter into partnership with HUSD teachers and administrators to enrich educational experiences of students *within* the classrooms and welcome the help of a number of Healdsburg High students and Santa Rosa JC interns. Outreach to underserved communities will begin in earnest and we plan to scan our last 2,700 photos into the database for greater accessibility to researchers. A professional website will be launched, and additional benefits offered our Members. *All this and a wonderful event celebrating our building's 100th Anniversary later in the year!*

As we step into our future we will continue to be informed and guided by the rich legacy of the past. Can you feel that gentle breeze? Catch a ride as we welcome not only a new year *and* a new decade, but a new *CENTURY* as well.

History Matters by Holly Hoods

"I must confess that I greatly underestimated the Healdsburg Museum! What a treasure trove of knowledge and history it is!" These



complimentary words came in a recent thank-you card from Brigit Warner of Santa Rosa, who spent several productive hours in the Museum, researching the history of the Seventh-day Adventist Church. She and two other church historians were thrilled to examine our photos, artifacts and articles commemorating the 140 years of history of this faith, long-rooted in Healdsburg. The December 1869 dedication of their first church here was celebrated on December 5th with a special church service, history exhibits and a festive reception.

The response to the "Magical Toyland" exhibition has been overwhelmingly positive. The three open houses were lots of fun, each one bigger than the last. Thanks to Pam Vana-Paxhia for organizing volunteers to staff and bring refreshments to the events, and thanks to everyone -- too many to name -- who contributed friendliness and food or read stories.



Steve Cotler reading to children

Sue Ross has characterized the exhibition as "a gift to the community." Since at least 95% of the toys are on loan from people in northern Sonoma County, it is also a "gift *from* the community." Thanks to everyone who has joined the fun by loaning toys or photos of themselves. Kevin Moore of Cloverdale liked how the exhibit was "personal," with so many photos of local people as children. On December 19th we welcomed the many friends and family celebrating the 65th anniversary of Bob and Pat Malone. Bob and Pat's children had loaned several cherished family toys to the exhibit, so they made the Museum one of the main activities of their celebration. The diverse collection of toys from the 1860s - 1960s extends throughout the whole gallery, enhanced by Meredith and Jim Dreisback's handmade snowman, my grandmother's bead and wire snowflakes, Mark Goff's dazzling pop-up sign, and Marie Shobe and Bob Rawlins's colorful cutout elves. I've dedicated the exhibit to Charlotte Anderson, beloved Museum "right hand," who passed away in early 2009. Her joyful spirit still inspires me.

Recent contributions to the Museum's Research Center include a huge updated genealogy of the Becker families, courtesy of Karen May; a history of the Sanborn family and a transcription of Emily Sanborn's 1860s diary from Sally LeMieux; and photos and

genealogy about the Rudolph Hertel family from Chris Cardiff. Hertel's store appears in the earliest photos we have of Healdsburg, taken in 1869. Museum member Jean Tauerfer was excited to learn last month that the James Grabner photo donation included photos of her Tauerfer relatives. It is always so rewarding to me when new family history connections are made. Wishing you and your family a happy new year!

Meet Your Members *by Bob Rawlins*



We continue our series of interviews with weekend warriors - those hardy souls who donate 150 minutes of their time each weekend to man or woman the reception desk at the Museum. Meet Joe Lenci, one of our Saturday regulars.

Joe was born and grew up in Lincoln, a small town to the north and east of Sacramento. Did you know that Lincoln is one of some 31 towns in America named after the 16th President? Joe's dad worked for Bank of America and the family lived for a time in Red Bluff before moving to Healdsburg when Joe's dad was assigned here. Joe's father purchased a plot of land and built a house in which Joe still lives. Anyway, Joe was able to spend the last two years of high school at Healdsburg High and then he worked in a training program at Sonoma State Hospital. When a job as Custodian opened up at Healdsburg High, Joe applied, was hired, and worked at HHS for 40 years, retiring in 2006.

After he retired, Joe visited the Museum and ran into Candy Danhausen, who was then the chair of the Administration Committee. Candy mentioned the need for receptionists and Joe immediately volunteered. Joe also volunteers at the Food Pantry where he works six days a month picking up donations from local businesses and helping to organize donation packages. Joe's hobby is baseball - he's played in the City softball league for 10 years and visits ball parks throughout America during summer travels.

Thanks, Joe, for volunteering at the Museum and at local charities that always can use help. We're happy to have you with the HM&HS family of volunteers.

A Favorite Toy Found in a Photograph

by Ann Howard

I am sure that everyone visiting the new exhibit of wonderful toys loaned from the community is reminded, like I have been, of cowboys and Cooties, puzzles and Scrabble, tin filling stations and china head dolls - priceless



keepsakes that remind us of our childhood.

When Holly asked me if I had a picture of myself as a child with a favorite toy, I wasn't sure that I had one. I pulled out an old photo album of early photographs that my mother had carefully secured with black corners and dated in her beautiful penmanship with white ink on the black pages.



"Tappy", Ann, and father Matt Crawford - 1947

Winter 1947, Ida Grove, Iowa, and I was standing on the front steps of my grandparents' home in my hooded snow suit. I had turned three that summer and my sister "Tappy" was one. Our father Matt Crawford was keeping a watchful eye. As I studied the small picture I realized I was clutching a doll. I found a magnifying glass, and gasped. I quickly scanned the photo and enlarged all of us. Yes, I was holding the Navajo doll!



My grandparents moved to northern Iowa in 1949, and I loved visiting them there. I remembered playing with the Navajo doll as I got older (along with my grandmother's button box). Later when I studied Southwest archaeology at University of Colorado, Boulder, I thought of the doll. I wrote to my grandmother, Coryl (Rawlings) McIntyre, asking if she still had the doll. She sent it to me for graduation in 1966! I added the coral necklace and blue beads to the tin belt, because the original turquoise ones that I remembered were missing, along with the tin bracelet. Thanks, Holly, for asking the question, and allowing me to display her!

Award Winner Joe Rochioli, Jr.

(continued from page 1)

yielding varietals that would do well in their soil and climate conditions. In 1960 he was one of the first grape growers to plant a varietal, Sauvignon Blanc, in what is now known as the Russian River appellation. He followed up that successful decision with Pinot Noir

eight years later. These varieties have proven to be the paving stones on the road to success for Joe and his family's winery.

Over the next 30 years, while Joe continued to grow grapes, he also was one of the first board members of North Coast Grape Growers Association. He was instrumental in negotiating the first grape contracts that included prices before the grapes were harvested. He also served on the West Side School Board for 16 years, was a founding member of the Fair Board which began our Future Farmers Fair and was a founder of the Healdsburg High School Boosters.

Joe's first wines were made under the Fenton Acres label and then he and his son Tom built and opened the Rochioli Winery in 1982 where they continue to grow grapes and make wine from the Sauvignon Blanc and Pinot Noir vines that Joe had the foresight to plant so many years ago.

Joe has been the recipient of many awards in his lifetime, most recently the Harvest Fair *Life Time Contributor* to Sonoma County Agriculture in 2009. We are pleased to add *Pioneer of the Year* to his list.

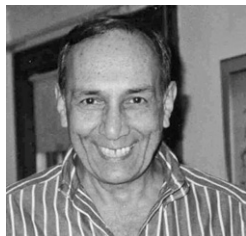
Please join us in honoring this important member of our agricultural community on **March 11, 2010** at our new venue, **Trentadue Winery**.

It promises to be a night filled with great memories as we travel back in time with Joe to the roots of our wine growing heritage in Healdsburg. Tickets will be mailed out in January to Museum members and then made available to the general public in February at the Healdsburg Museum. Thanks to Barbara Baxter, Kathy & John Cross, Peachie & Norm Dunlavy, BJ Green, Cindy & Greg Martin, Vi & Arnold Santucci, Madeline Wallace and Sue Witter, members of the History Lives Pioneer Award Committee, for all your hard work for this event.

Electronic Review Notification for Newsletter *by Al Loebel*

I am a bit disappointed by the response I've gotten to my article last month. I announced a new service that several people have asked for. I thought I'd have an avalanche of replies, but it was not to be. So, I'm repeating the announcement this month. Maybe I'll get more responses this time around.

I've developed a way to send an email notification of our monthly newsletter, *The Review*, instead of mailing a hard copy via U.S. Mail. Everyone who signs



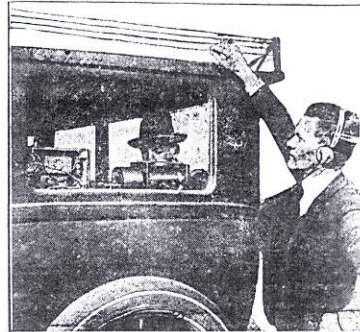
up for this service will get an email with a link to the online version of *The Review*. Each one of these will be one more that we don't have to print and mail.

We aren't attempting to force anyone to move in this direction. If you want to continue receiving it via mail, that's fine. But, if you'd like to help save printing and postage costs, particularly in these tough times, send me an email at aloebel2@comcast.net telling me so.

Automobile Wireless Telephone in 1921

(Article found by Keith Power that appeared in the *Healdsburg Enterprise*, October 15, 1921.)

Physicians, business men, or in fact anyone who owns an inclosed [sic] automobile can now equip their automobiles with a wireless telephone at a cost of about \$50, or just about the price of a new tire or battery.



With autos thus equipped physicians could be in constant

communication with their homes for emergency calls, and the business man in touch with his office.

The instrument installed in the automobile, shown in the photograph, will work successfully up to five miles and use only a small part of the auto battery current.

The two young men, shown in the photograph, in experimenting found that it was not necessary to have antennae high up in the air, but found that the wires stretched around the top of the car were successful. Four parallel copper wires run around the top of the auto on 6 inch posts fastened to the corners. They then grounded the set to the auto's engine as is done in airplanes. In their experiments they were constantly in touch with their home provided they were in the five mile limit.

Darla Budworth Celebrating 21 Years as a Volunteer

Happy "Anniversary," Darla! We thank you for 21 years of dedication as a volunteer docent for the Healdsburg Museum! Your work in helping us honor and commemorate people from the community through donations to the Endowment, welcoming new Members in our monthly newsletter listings, and putting together fabulous Volunteer Picnics every year make you a valued treasure. *Thank you for everything!*



Endowment Fund Contributions:

Generous Contributions from:

Katie Banks & Richard Nair, Jean Taeuffer, James & Heide Meyer, Alison & Jerry Ogden, Mary Brandt

In Honor of:

Susan Bierwerth Arbios - from Dorothy Sexsmith

In Memory of:

Beth Evart - from Leroy & Candy Danhauser

Diane Van der Zee - from Dr. Mary Clare Harper, M.D.

Don Reukema - from Holly Hoods

Pat Metrulas - from Joan Kuropat

Emmy Rice - from James & Gloria Cameron

Juanita Giovannoni - from Jack & Doreene Zanzi

Joe Borri - from Jack & Doreene Zanzi, Ron & Arlene Kron

Betty Combs - from Jack & Doreene Zanzi

Benny Howard - from Jack & Doreene Zanzi

Helen Berizzi - from Mary Jo Garret

William Caldwell - from Mary Jo Garrett

Kudos! by Sue Ross

While we are grateful to over 100 volunteers regularly contribute to ongoing operations, we wish to recognize the following people for *outstanding* assistance during December:

- The extraordinary Board of HM&HS without whom December (and every other month) would simply not be possible: Kent Mitchell, Ted Calvert, Bob Rawlins, Stan Becker, Anna Darden, Ann Mahoney, Mel Amato, Louise Fowler, Mark Gleason, Al Loebel, Darci & Celso Rosales, and Frank Zak.
- Daniele Maraviglia - outgoing Board Member, whose dedication, wise counsel, support, legal expertise, good humor, and friendship - will be missed. ENJOY YOUR GROWING FAMILY and come visit us often, Dan.
- Elizabeth Holmes, the “Voice of the Healdsburg Museum,” whose dulcet-tones enrich our outgoing phone message.
- Our three *MAGICAL TOYLAND* Saturday receptions were an overwhelming success with more than 200 people attending! Special thanks to this joyous Exhibit’s Curator, HOLLY HOODS; Bob Rawlins; our outgoing HMVA Coordinator, Pam Vana-Paxhia (and *everyone* who baked cookies & fudge.); Charles Elias for *latkes* (potato pancakes); Storytellers: Cathryn Fairlee (a professional who donated her services), author Holly Harman (who read from her own Gumby book), Catherine Curtis, Steve Cotler, and Lea Gilg; Docents: Ann Mahoney, Marva Wiedemer, Kay Robinson; and

Puppeteer Fern Naber (and of course - *Daisy*). To others too numerous to name - THANK you!

- Those who helped us with our year end Appeal, including: Victoria Taneyhill, our five extraordinary Healdsburg High School Interns: Evelin Contreras, Lucelina Garcia, Norma Ledesma, Jocelin Padilla, Liliana Rodriguez, (and their teacher, Luz Garcia). Thanks also to Catherine Curtis, Mary Brandt, Mel Amato and Kent Mitchell for helping bring our mailing lists current; and to Phyllis and Chris Baldenhofer and Anna Darden for proofreading.

VOLUNTEER HELP WANTED!

NEWSLETTER:

EDITORIAL ASSISTANT & WRITERS

The monthly *Review* is the result of many people working together under Editor Barry Stallard through contributions of articles, stories and special features.

***EDITORIAL ASSISTANT
to NEWSLETTER EDITOR***

You will contact editorial contributors to submit articles on a timely basis, find new writers to keep the content fresh, and help with layout and final copy edit. This position will initially be that of an apprentice, who once trained will assume the responsibility of “putting the newsletter to bed” and getting it to the printer several times a year when Barry is unavailable. For more information please contact Barry Stallard via email at: bwstallard@comcast.net

Board of Directors: Kent Mitchell (President), Ted Calvert (Vice President), Ann Mahoney (Past President), Bob Rawlins (Recording Secretary), Stan Becker (Treasurer), Anna Darden (Assist. Treas.), Mel Amato, Louise Fowler, Mark Gleason, Al Loebel, Darci Rosales, Celso Rosales, Frank Zak.

The mission of the Healdsburg Museum and 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 Dues:

Harmon Heald: \$1000 Josefa Carrillo: \$500 Edwin Langhart: \$250 Gold: \$100 Family (2 or more): \$40
Business: \$75 Individual: \$25

Newsletter Editor: Barry Stallard, Printing by Amoruso