



The Review.

HEALDSBURG'S FIRST NEWSPAPER FOUNDED IN 1860



Volume 22, Issue 5 1910-2010 Celebrating our Landmark Building's Centennial MAY, 2010

Langhart Awards Dinner *by Ann Mahoney*

Tickets have been selling at a rapid clip, and I am pleased to report that our 17th Annual Langhart Dinner honoring Mel Amato and Margaret Frampton promises to be a smashing event. If you haven't yet sent in your reservation, please make certain you don't miss out. The beautiful dining room at Seghesio's Family Vineyards comfortably seats a finite number, and we want to make certain everyone is accommodated. For those curious as to what the Vegetarian dish contains - due to Seghesio's dedication to preparing high quality entrées, they won't know until right before the event. At that time the chef will select from the freshest and finest quality produce in season to create a wonderful entrée. We will stay on top of it, so if you call the Museum after May 10th we should have more information.

Healdsburg Senior Living Community - Museum Fund Raiser *by Sue Ross*

At the Chamber of Commerce Trade Show in March, I had the good fortune to meet Tony Fisher from Healdsburg's Senior Living Community at 725 Grove Street (across from Seghesio's). When Tony learned about our building's 100th Year Anniversary he not only committed instantly to Healdsburg's Senior Living joining

as one of our first HEALDSBURG'S 100, but shared the news with his senior residents. **(continued on page 5)**

FFA Parade Watching Party *by Holly Hoods*

Museum members are invited to the Museum garden at 5:30 pm on May 27 to enjoy the FFA parade. Chef Peter Leary will BBQ tri-tip and serve delicious BBQ sides, paired with Limerick Lane wine. Donation \$15 per person, plates and utensils included. Bring your own lawn chair. Please call the Museum to reserve your spot on the guest list.

Antique Fair Alert *by Bob Rawlins*

Ladies, is there something around your house, fifty or more years old, taking up space, in the way or that has not been used in heaven knows how long? No, I'm not talking about your husband, I'm talking about collectibles - your grandmother's tea caddy just taking up space in the back of the cupboard or several pieces of your mother's costume jewelry that you really never liked. The first Antique Fair of the year will take place on the Plaza on Sunday, May 30th, and HM&HS will have a table at the corner of Plaza and Center Streets.

We are in need of small furniture items and collectibles in good condition - not marred, scratched, chipped or broken - to display on our tables. Quality sells as do unusual items. - **(continued on page 5)**

Calendar

MAY, 2010

- 2 AAUW Historic Homes Tour
- 5 HMVA Meeting, 9:30 am (Museum Research Center)
- 13 Langhart Dinner, Seghesio Family Vineyards, 6 pm
- 18 Board Meeting, 8:30 am, City Hall
- 22 Healdsburg Senior Living Center Museum Benefit, 1 - 4 pm
- 27 FFA Parade Watching Party & BBQ, Museum Garden, 5:30 pm
- 29 Architectural Walking Tour, 1 pm
- 30 Antique Fair, Healdsburg Plaza, 9am - 4 pm

JUNE, 2010

- 2 HMVA Meeting, 9:30 am (Museum Research Center)
- 15 Board Meeting, 8:30 am, City Hall
- 20 Last Day - "From Cabin to Craftsman" Exhibit closes
- June 23 to July 7 - Gallery closed for installation of new exhibit

Healdsburg Museum

221 Matheson Street
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, by Sue Ross



"I'm off and running!" For those who voiced concern that they hadn't been seeing as much of me as usual, thanks for checking in! Actually, I'm doing fine, but for much of the first half of April I was working at home while taking care of Charles and our household following his knee replacement surgery. He's doing VERY well – (many thanks to all who inquired). Fortunately, I have a fully-equipped home-office and our house is well-situated to meetings, even providing room to raid my file cabinet filled with grant research materials and spread out to train Stacey de Shazo, our wonderful new volunteer.

Having a "big screen" computer at home has also been helpful as we begin work on our new website. I am pleased to announce that we have retained Healdsburg web designer, Brian Kreck, and have already begun the design phase of the new site, which we hope to launch in August.

While I'll still be doing substantive work at home (where I can close off and concentrate) and am spending much needed time out in the community, I was especially glad to be at the office a couple of weeks ago to sit in as Holly conducted an Oral History interview with the amazing Donald Frediani and his equally amazing (and beautiful) wife, Renata Gasperi.

I felt swooped back in time, and for a couple of hours experienced Healdsburg's past through the stories of one who had experienced it first-hand. The process of hearing about a life brilliantly lived from the man who lived it was extraordinary. As a story-teller myself, I adore the process of sharing in this way. Experiences, images and memories have now been uniquely captured and held forever on tape (Holly's preparation and interview style would have even made Barbara Walters jealous). Thank you Donald and Renata for taking me along on your magnificent journey!

While not quite a journey, our entire community will be able to enjoy a *major event* at the Museum this fall. We have begun the planning for our building's 100th Anniversary Celebration (and IWC). **SAVE THE DATE** as you *WON'T* want to miss the afternoon of September 12th at the Museum! There will be lots of activities in addition to the big raffle drawing and silent auction, bands, catered foods, *lots* of wine, friends from the Museum's past, and (if all goes well) . . . we hope to bury a Time Capsule right at the Museum! If you are interested in being part of the fun, we can definitely use additional volunteers. If you would like to participate, please let our HMVA Chair Ann Howard know. She will be compiling a list which we'll match with the myriad jobs that are developing as we prepare to throw our beautiful building a *grand party*!

History Matters by Holly Hoods

April was a wonderful month at the Museum with lots of visitors to the gallery to see our current "Cabin to Craftsman" architecture exhibit, on display through June 20th. Fran Schierenbeck and I just led a guided walking tour of 100 year old homes within a few blocks of the Museum.

Fran, an architectural historian, pointed out character-defining elements of some key architectural styles and I gave information about the owners, development of the neighborhood, and dates of construction. We were delighted to have Darla Williams Budworth, Benned Madison and Elizabeth Clark on the tour who shared family stories and connections to several of the historic houses. Join us for another tour this May 29. Bring a hat and comfortable shoes for a 1 ½ hour stroll.

One of the absolute highlights of my month was a "history drive" through Dry Creek Valley and Healdsburg with two longtime locals, Ernie Palmieri and his nephew-in-law, Jerry Eddinger. The warmth, humor and affection between Ernie and Jerry made the trip as fun as it was informative. Ernie began our memory tour of Healdsburg where he was born, in a historic part of town formerly called "Bugginosca," (Ward Street, Palm Street and Adeline Way) near Memorial Bridge. "Bugginosca" was a working class, all Italian neighborhood at the turn of the 20th Century. The origin of that name has been lost, but it may connect to the Tuscan village Buggiano. Please contact me at the Museum if you can shed more light on the history of Healdsburg's Bugginosca.



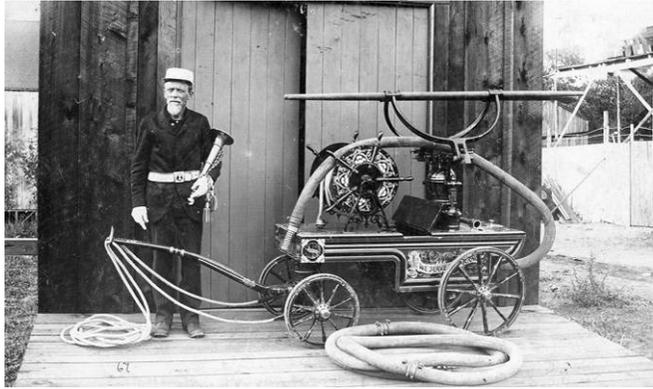
Don Frediani, Renatta Gasperi & Holly Hoods

I just recorded a fascinating Oral History interview with Don Frediani. Though Don hasn't lived full-time in Healdsburg since he worked for his father's Plymouth and DeSoto auto agency in 1959, his impressive memory of dates, people and places is incredible. One topic of our interview was his parents' former home on McDonough Heights Road, now owned by Laura Tietz. The stylish and contemporary Leo and Leonida Frediani

house was honored by the Museum with a Lifetime Maintenance Award in 2006. Don provided details about the design and construction of the house.

Guest Curator Melissa Leventon has been working closely with Collections Manager Meredith Dreisback to examine and consider all of the clothing in the Museum's collection for the 100 Year Fashion exhibit, coming in July. There has been a flurry of activity as community members bring in their treasured garments for Melissa's consideration. Meredith and I have already been learning a lot, as Melissa is a textiles expert with many years of experience. It will be a fascinating and beautiful exhibition.

Recent donations to the Museum have included local artifacts from Joe Rocchioli. Casey McCord, a descendant of Pete Dirvin, former owner of the Enterprise Cannery, donated 1890s photos of town and as well as gorgeous, colorful labels from the cannery. One rare photo shows Dirvin with Healdsburg Fire Department's first pumper, which was triumphantly restored many years later by HFD personnel.



Pete Dirvin with Hbg Fire Dept First Pumper - 1896

Guerneville historian John Schubert donated a collection of Bagley, Downing and Hatch photos from the 1870s. The photos had been discarded from a house in Healdsburg, rescued from a dumpster and then sold to John at a "paper show" in San Francisco. One person's trash is another person's treasure. Locals, don't forget your family photos are treasures to us!

Happy One Hundredth Birthday, George Greott, April 30, 2010! Love, Your Friends at the Healdsburg Museum and Historical Society

MEMBERSHIP by Kathi Engler

Some of you who are \$100+ members are already receiving new membership cards with their distinctive gold NARM stickers. Make certain to go online to the North American Reciprocal Museums. A direct link can be found on our website on the "Links" page.

In addition, make certain to note the new HEALDSBURG'S 100 shops, restaurants and businesses presented in this newsletter and watch as new ones are

announced. You might also begin noticing display stands and window decals within participating businesses that identify them, so make sure to keep your membership card in your wallet!

Current Business Members who increase their current level to \$100 will receive a new HEALDSBURG 100 Business Membership card with the gold sticker, and begin receiving the same full spectrum benefits mentioned. The old Business Membership level (\$75) will be replaced by this program, so upon your normal renewal date, you will be asked to renew at \$100 each year (and continue receiving the additional benefits). It's a terrific deal and great way to support the Museum.

HMVA News by Ann Howard



A friend told me recently that he had read my article about the 125th anniversary of the Christian Church in *The Review*. I asked if he was a member, he said "no". He had read *The Review* in a coffee shop! So, if you don't wish to keep your copy of

The Review or *The Russian River Recorder*, please pass it along to a friend, or ask permission to leave it in your doctor or dentist's office, at the Senior Center, or your church, etc. If you prefer *The Review* sent to you via email, contact Al Loebel at aloebel2@comcast.net.

The gift of a membership in the Healdsburg Museum and Historical Society would be perfect for friends interested in local history.

The month of May will be very busy at the museum with a number of events that members will enjoy and volunteers can be of help. Please contact Sue, Holly, Meredith, and Victoria to see if they need extra help. The "Calendar at a Glance" for the events each month is posted on the cork board at the receptionist's desk also as a reminder when extra help is needed.

Bob Rawlins is always in need of quality vintage items for the May 30th Antique Fair in the Plaza, which you can leave at the Museum for him. He will post a work schedule in the Research Room, so please sign up for a shift. It is a lot of work for him to move the items to the Plaza, unpack, set up, sell all day, pack up, and move items back to storage. He would appreciate your help 9am – 4pm.

The HMVA meetings are held on the first Wednesday of each month at 9:30am in the Research Room at the Museum. Please join us to catch up on all the news and let us know what skills you have to offer. Tell your friends how much you enjoy being a receptionist. Contact Ann Howard at 473-9803 or alhoward@alhoward.org

Meet Your Members *by Bob Rawlins*



We continue our series of member interviews with the third of the new board members elected at the Annual Membership Meeting in January. Meet Rawleigh Condra Fjeld who has traced her family lineage to 1638 in England.

Rawleigh spent her formative years in the twin cities of St Paul-Minneapolis. Her father had been in the Army Air Corps stationed at Fort Snelling, MN where he met and married a Minnesotan. However, Rawleigh finished her education in Southern California where her family moved.

Starting her career as a model and dancer, Rawleigh found an exciting job with Beverly Hills Financial, managed by three high flyers. Unlike some of today's financial operations, its loans were secured by appropriate collateral, carefully identified by Rawleigh before papers were signed. During this time she met and married Mr. Fjeld of Norwegian heritage, had one daughter and raised three others. After eleven years, Rawleigh moved on to a sales rep position with National Cash Register, handling its territory from Modesto to Bakersfield. Of course, in pre-computer days business ran on paper and, in short order Rawleigh broke NCR records in her sales of paper supplies and forms.



Having successfully broken the glass ceiling, Rawleigh was offered a position with Bank of America on a team establishing retail networks for credit and debit card business then coming into widespread use. After eleven years with BofA, she was recruited by Sears Company in Chicago to develop its internal network for credit card sales. In that position, she spent over 200 days a year on airplanes. Her work with both of BofA and Sears was exciting - she was on the cutting edge of modern business practice pioneering electronic payments.

Rawleigh's daughter had settled in the Bay Area and, in 1990 when Rawleigh decided it was time to settle down, she opened a consignment shop for furniture in Danville, California. She sold that shop in 1998 and moved to Healdsburg where she opened a similar store on Healdsburg Avenue. During Jeri Myers' term as President of HM&HS, she connected with Rawleigh who offered to host appraisals of valued objects, ala "Antiques Road Show" for museum members. On appraisal day, Rawleigh and three other experts were continuously busy from 10 am to 4 pm as members flooded the store. Rawleigh's current store, Consignment Cottage, is located at 44 Mill Street and is filled with all sorts of fascinating items, all on consignment.

Last year, Rawleigh met Sue Ross, who, recognizing talent, helped recruit her for the current board. Rawleigh is interested in working on the HM&HS strategic plan, the 100th Anniversary Celebration of the Museum building, and wants to create a 2010 version of the 1939-1950 video in our gift shop. If you would like to work on her team of volunteers, please contact her. We wish Rawleigh success in those ventures and welcome her to our HM&HS family.

HEALDSBURG'S 100

Next month we will present the first two dozen **HEALDSBURG'S 100 businesses**, but we thought we'd give you a sneak peak at a *few* to get us started. Museum Members at the \$100 + levels presenting membership cards with gold NARM sticker receive the following from:

ANN MACKENZIE GRAPHIC DESIGN

(222 Center Street) - Free consult & 10% off on first project.

CONSIGNMENT COTTAGE

(44 Mill Street) - Get 10% off purchases.

BARBARA BOURNE, PHOTOGRAPHER

(14D Healdsburg Ave.) - 10% off any framed photo in gallery.

HEALDSBURG SENIOR LIVING CENTER

(725 Grove) Receive a small bag of thoughtful gifts.

Watch the list grow both in the newsletter and online and please consider patronizing those who care about our history, support the Museum, and are members of our community.

ARE YOU A BUSINESS OWNER?

Business owners wishing to celebrate our building's 100th Anniversary can support the Museum at this new membership level and receive: a countertop display and/or window decal identifying you as a **HEALDSBURG 100**, reciprocal membership benefits with other museums and HEALDSBURG'S 100 members, inclusion in announcements to our members, and recognition at Museum events. Join the fun and support our town's history as a **HEALDSBURG'S 100!** (For more information, please contact Rawleigh Fjeld at: (707) 433-3180, or Sue Ross at the Museum, (707) 431-3325.)

Generous Museum Contributions

Endowment Fund:

Donald Frediani & Renata Gasperi

General Operating Fund:

Kay & Ted Robinson, Willis & Jean Andersen,
John & Geri Holt

In Memory of:

H. Donald Grant - from Janet Grant,
Ann & Gene Mackey

Don Reukema - from June & Temple Smith

Merle Daniel - from Candy & Leroy Danhausen
James Mazzoni, Jr. - from Doreene & Jack Zanzi

New Members

Marjorie Barnard, Flora Batch, Danny Bullington,
Ravelle Burgess, Virginia Button, Gene Cuneo,
Brad Davall, Randy Flosi, Tina Fredson-Patton,
Claire Harris, Jack Heald, Laurel Howe, Joan Jarvis,
Lou Lambert, Benned Madison, John Merget,
Eileen O'Farrell, Donn Reiners, Jill Rider, Ed & Jane
Sbragia, Wes Sheehy, Karen Tynan, Jess Zimmerman

AAUW Homes Tour *by Al Loebel*

We are pleased to announce that this year the Museum's "home" is being recognized as "The Seventh House" during the AAUW 2010 Homes Tour on May 2nd. As home to the Healdsburg Museum & Historical Society, our landmark building – the former Carnegie Library (celebrating its 100th anniversary in 2010) - has been distinguished by AAUW for its role housing the history of our area. We are honored to be part of AAUW's work in support of our local schools and delighted to be part of the tour

Those who participate in this year's Homes Tour will not only have the opportunity to visit some of Healdsburg's fine homes, but will be considered "Healdsburg Museum Members for a Day" just by showing their Homes Tour wristbands to our receptionist. So bring your non-Museum member friends. Perhaps being a "Member for a Day" will entice them to become real members. Tour the houses of today, then experience a walk through the past as you visit FROM CABINS TO CRAFTSMAN: 100 Years of Healdsburg Architecture.

Tickets are available at the Museum Gift Shop, Levin's Bookstore, and through AAUW. For more information, go to our Exhibits (Temporary) page. Information and tickets can be purchased online by visiting our LINKS page and clicking on Healdsburg AAUW.

Senior Living Community - *Museum Fund Raiser* - (continued from page 1)

This amazing community of elders have decided to give back to the community they love by raising funds for one non-profit every year. After careful consideration, the seniors elected to hold this year's fund-raiser to benefit HM&HS. We are deeply touched and honored by their support, and invite you all to attend what promises to be a wonderful event.

Please mark your calendars to join us at **Healdsburg Senior Living on Saturday, May 22nd from 1 – 4 pm. (Artwork on display from area artists will be up from 12 – 5 pm.)** In addition to food, wine and art, there will be a Silent Auction and a small exhibit about the Museum Holly is putting together for the occasion. Admission is FREE, but a suggested donation of at least \$10 not only helps support the Museum – but you will receive a lovely commemorative wine goblet with our 100th Anniversary Logo. **SEE YOU THERE!**

Antique Fair Alert (continued from page 1)

Our silver-tongued sales persons are primed to move merchandise, so don't hold back. If you itemize deductions on your taxes, we will provide a report form to use. Please clean out the attic, closets and garage to benefit the Museum. Leave your small collectibles at the Museum or call Bob Rawlins, 431-1109 for pickup. If you are not sure about an item, call me - chances are we can use it.

Board of Directors: Kent Mitchell (President), Ted Calvert (Vice President), Ann Mahoney (Past President), Darci Rosales (Recording Secretary), Stan Becker (Treasurer), Bob Rawlins (Assist. Treas.), Mel Amato, Anna Darden, Kathi Engler, Rawleigh Fjeld, Louise Fowler, Mark Gleason, Holly Harman, Toni Hopkins, Al Loebel, Celso Rosales, Karen Tynan, 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