



“Ancestors of Mexico” Festival on the Plaza September 16th – 12:30pm to 4:30pm

by Holly Hoods

The “Ancestors of Mexico” exhibit, celebrating the Mexican history and heritage of northern Sonoma County, opened at the Healdsburg Museum on August 1st and will be on display through November 8th. I am happy to announce that attendance to date has been excellent!

To enhance exposure to the exhibit, the Museum is hosting an “Ancestors of Mexico” Festival on the Healdsburg Plaza Sunday, September 16th, Mexican Independence Day. This will be a free, family-oriented, alcohol-free event. It will include mariachi music, traditional Mexican dances by high school, junior high and elementary school students, fantastic raffle prizes and tours of the exhibit. Delicious homemade tamales, fresh fruit and agua frescas will be available for sale from the Healdsburg High School MAYO (Mexican-American Youth Organization) club. The event will be held from 12:30pm to 4:30pm. Like the exhibit, it will be informative, colorful and entertaining with something to interest people of all ages and ethnic backgrounds.

Festival co-chair Jeanne Leal-Hartlaub says, “We plan to have food and entertainment. The goal is



Lucille Hernandez (right)

San Francisco, 1939

to have a family friendly afternoon and to encourage people to visit the Museum’s “Ancestors of Mexico” exhibit.” Leal-Hartlaub added, “We are also in need of more volunteers and sponsors. Even a small event like ours has some large expenses and we are hoping community members will help support this idea. I believe this is the first time in Healdsburg we are having a formal festival to honor those of Mexican heritage.”

Please contact the Museum or event co-chairs Jeanne Leal-Hartlaub (473-9656) and Gabriel Fraire (336-681-7227) if you would like to help at the event or if you have anything to loan for the exhibit.

Calendar

September, 2012

- 5 HMVA Meeting, 9:30 am
Museum Research Center
- 16 “Ancestors of Mexico” Festival
on the Plaza, 12:30 pm to 4:30 pm
- 18 Board Meeting, 8:30 am
Museum Research Center

October, 2012

- 3 HMVA Meeting, 9:30 am
Museum Research Center
- 16 Board Meeting, 8:30 am
Museum Research Center

Healdsburg Museum

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Museum Hours: 11:00 am - 4:00 pm
Wednesday – Sunday,
CLOSED MONDAY and TUESDAY

Research Center
open by appointment
Thursday – Saturday

History Matters

by Holly Hoods, Curator



Response to the “Ancestors of Mexico” exhibit has been outstanding so far. Attendance has been high. We have such a rich and vibrant Mexican-American community in Healdsburg, yet we have very little in the way of historical information recorded at

the Museum. “Ancestors of Mexico” is a beginning step in that outreach. In the past two weeks I have received wonderful photographs, artifacts and family stories from: Celso Rosales, Joanna Puentes Quigley, Bertha Vieyra, Diana Novella, Rita Mar Cordova, Luz and Luci Garcia, Irma De Luna Muñoz, Gregorio and Ramona De Luna, Gabriel Fraire, Jeanne Leal-Hartlaub, Maria Curiel, Andy, Susanne and Emma Esquivel, Martha Gonzalez Greene, Ann and Leonel Carranza, Johnny and Lupe Arreguin, Tony Chavez, Christopher Herrera and Rudy Campos. I hope that more locals will choose to “bank” their family history with the Healdsburg Museum. Please encourage your Mexican-American family and friends to share with us and consider volunteering at the Museum.

Ann Howard, Meredith and Jim Dreisback, Maggie Bates, Aleena Conway, Janet Pisenti, Bob Rawlins, Pat McCracken, Jane Bonham, Jeanne Leal-Hartlaub, Gabriel Fraire, Luci Garcia, Lea Gilg, Stacey Stern, and Diana Novella helped tremendously with this exhibit. New volunteer Eduardo Guerrero was the shining star. 17-year old Eduardo will be a senior at Healdsburg High School this year. He translated the many, many exhibit text labels from English into excellent Spanish almost faster than I could write them. Eduardo generously stayed on to help finish the exhibit, far beyond the 40 hours he needed for high school community service credit. I told him that I wanted to offer labels in Spanish to be able to reach Mexican-American visitors who weren’t fluent English speakers. He merely nodded. Later he brought his mom Teresa to see the exhibit. Meredith and I both raved enthusiastically about her son’s great work. Teresa smiled warmly and answered . . . in Spanish. Because of Eduardo’s work, she could read the labels and share the exhibit. It felt really good to make that connection.

We have had lots of recent photo activity in the Research Department. Holly Fox has been

scanning loaned Edgar and Judy Deas family and business photos into our photo database. Lynne Rosenthal and Kay Robinson just finished scanning and adding historic images from Ben McCutchan’s photo album. The owners and designers of the upcoming new business “Shed,” have been delving into agricultural photos and local agricultural history at the Museum. We provided photos of Clark Foss and his 1870s carriage trip to the Geysers to Gaye LeBaron for an article in the *Press Democrat* and photos of Healdsburg Olympian Ralph Rose to Phil Barber for his article in the *Press Democrat*. We also provided historical mercury mining photos for a new exhibit at the Geysers visitor center.

The Kozel Family Trust has pledged \$1,000 to help get the Museum’s online photo archive launched: 16,000 historical photos viewable on our website. Another \$1,000 would make it possible. If you can help make this dream come true, please contact the Museum.

President’s Corner by Ted Calvert, Board President



On August 3rd, our annual Volunteer Appreciation Picnic was held at historic Brandt’s beach. Sponsored by the Museum’s Board of Directors, it was a special thank you to our year-round volunteers who so selflessly donate their time and talents to maintain the viability of our Museum. Whether it is to assist as receptionists, as builders of our exhibits, writers in our periodicals, these one hundred volunteers work to keep our doors open and do what Healdsburg does best: build community. Thank you, Darci Rosales, for chairing this important event! And, to anyone who is interested in volunteering, there is always room for more volunteers.

The Board of Directors is looking for a new vice president whose leadership will ensure the future preservation of our community’s historic character and cultural heritages. This person should have previous executive board experience.

Those of you who have personal contacts or affiliations with foundations who award grants to nonprofit museums and can **help us reach these grantors**, please contact me at ted.calvert@yahoo.com, or call 707-433-2211.

Please consider adding the Healdsburg Museum to your estate planning. Thank you.

HMVA News



by Ann Howard, HMVA Chair

Once again Holly and crew designed a most interesting exhibit, the very colorful “Ancestors of Mexico,” which opened August 1st with a gathering of over 70 guests. Thank you to Acorn Winery for providing wine for the event and to Cathy Anderson and those who provided tasty finger foods.

Members of the community loaned photographs, stories, beautiful fabrics, and functional items. Personal stories and photographs will cover the large “H.” The huge map of Mexico is particularly interesting providing a close-up view of the large country. Individuals are invited to sign the guest book and place a numbered dot on their home town or city. The audio tour created by Holly and Elizabeth Holmes will also be available in both English and Spanish.

The “Ancestors of Mexico” committee has received generous sponsorships from the community. These funds will help cover our increased costs. Come join us for the fun on the Plaza on the 16th!

On Tuesday, July 31st, I happened to meet a couple outside the museum who had read about the exhibit on the front page the *Tribune*, and disappointed that the opening was the next day. They were from the UK and leaving town that day. I invited them in for a tour and was rewarded with a unique story about an item on display, the photograph of the AVEN Theater marquee,



which read “*La Vengaza de Huracán Ramirez.*” The visitor was originally from Peru, and explained that his father knew of Ramirez, who was a famous *luchador*, a wrestler. There were “bad” wrestlers, who cheated, and “good” wrestlers who were professional, respected above all and “could fly.” The identity of the *luchadors* was kept secret, so they wore hooded masks. If a *luchador* retired, he became “*El Santo*,” and his son then wore a silver mask. The

AVEN Theater used to show Spanish language movies when it was owned by Abel De Luna.

I explained this story to Jane Bonham after the HMVA meeting the next day, and she was eager to Google for more information. As I wrote this column, I could not resist a peek myself, but found too much to write here. “Google” “Ramirez luchador” and check out the long Wikipedia discussion about the *Huracán Ramirez* films of the 1950s!

Thank you to Bob Rawlins, who completes so many jobs for the museum. Bob is requesting a replacement for his jobs coordinating the IWC sales at the Farmers’ Market and organizing the museum’s booth at the Antique Fair on the Plaza. Both are successful fundraisers, and we need your help.

Thank you to the more than 40 receptionists, some of whom work more than one or two shifts at the desk to keep our Gallery open to the public 5 days a week. Many, along with the substitutes, come forward to fill in vacant slots as needed each month. September happens to have 5 Saturday and Sunday slots, so we need extra help for the two shifts on September 29th and 30th. Please contact Cilla Marshall (431-7259) if you can help. Contact Kaye Stallard, Receptionist Trainer (473-0988), if you would like to become a receptionist for 2.5 hours of interesting time spent at your museum. Our receptionists are the first people the public meets when they visit an exhibit. Please invite your family members and friends to join HMVA.

Kathi Engler Steps Up

by Holly Hoods

We are thrilled to report that Kathi Engler will be volunteering three days a week to help us with Museum administration. She has already done a lot of historical research at the Museum, and is comfortable with the busy pace. Kathi has been on the Museum Board since 2010 and is also on the Healdsburg Planning Commission. She is retired from North Bay Title Company as Assistant Vice President - Special Projects and worked as a Title and Escrow Officer and Chief Title Officer for 38 years.



Kathi is supremely overqualified for this position, so we are indeed fortunate that she offered to help us out.

Event and Festival Primary Sponsors

We gratefully acknowledge the donation made by Octavio Diaz, owner of Agave Restaurant and Casa del Mole y Mercado, and Pedro Diaz, owner of El Farolito Restaurant. Their generosity has helped underwrite the costs of the “Ancestors of Mexico” festival and exhibit, the bilingual audio tour and the expanded edition of the *Russian River Recorder*.



Octavio Diaz and Pedro Diaz, present \$5,000 check to Jeanne Leal Hartlaub, "Ancestors of Mexico" Festival Co-Chair

And It Doesn't Stop There!

The Mexican theme of our current exhibit doesn't stop at the doorway of the Museum Gift Shop. In honor of today's many talented Mexican artisans, we have added some wonderful handcrafted items to our regular merchandise. There's a bit of everything including Mata Ortiz, Oaxacan and Talavera pottery; hand-woven table runners, dish towels, book bags and purses; and stamped tin framed mirrors and decorative boxes.



You're bound to find something for yourself...or a gift for someone else! But don't wait – These special items will only be available during the “Ancestors of Mexico” exhibit.

ANNUAL PICNIC

The Museum Volunteers were honored once again at the Annual Picnic at the Brandt Family Picnic Grounds on August 3rd. Thank you to Darci Rosales, Secretary of the Board of Directors, for coordinating this most enjoyable event. The Directors sponsor the event with the chefs and assistants grilling the perfect Tri-tip and serving a delicious meal and desserts with all of the amenities. The tables were decorated with clever “photograph umbrellas” displaying pictures of many of our loyal volunteers, which they could unclip and take home. Aleena Conway (previously our college intern and now newly graduated and our webmaster and social media coordinator) entertained us with her beautiful voice and was accompanied by her fiancé, Scott Decker (Marion Penry's grandson), on guitar. The evening was lovely. Thank you to the Directors, Holly and everyone who helped make it a memorable evening in honor of our Museum Volunteers.

by Ann Howard, photos courtesy of Darla Budworth



<p>Contributions in Memory of: Helen J. Ogilvie - from Mary Brandt Judy Crandall - from Shirley Buchignani & Garrett Ling Robert (Bob) Meyer - from Darla Williams Budworth Joel & Harlene Wright Holly Hoods Pat Petersen - from Jack & Doreene Zanzi Evalyn & James (Nick) Scatena - from David & Betty Scatena</p>	<p>Contributions in Memory of: Steve Metrulas - from Arnold & Vi Santucci Richard Domitilli Dennis Stead Steve & Pat Metrulas - from Norma & George Vuckan Linda Jones - from Shirley & Alma Buchignani</p> <p>Contribution for the General Fund from Benned & Ludmila Madison</p>
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Collections Corner

by Meredith Dreisback



I just returned from a week's vacation in Colorado, driving very high mountain roads, walking, walking, walking and, of course, touring several museums.

Two years ago, when I first started writing this column, I shared my vacation time in Harper's Ferry; this month will be

stories about Colorado.

The museums came in all sizes and I left each one inspired with new ideas for the Healdsburg Museum. Louisville's was housed in a very small building, and looked to be an early-day mercantile shop. Their sign out front was simple yet very eye-catching, an idea we could use to update our signage.

In Boulder, I saw a sign that read, "Carnegie Library History Center." The center was a Carnegie Library housing local historical documents. What fun to see similar records that we have in our research library - tax records, newspapers, high school yearbooks, family genealogies and photos. In talking to the librarian, she told me they had 200,000 photos, however, we are ten steps ahead of them, as they do not have their photos digitized. They are considering PastPerfect, and will have a team of volunteers eventually process the photos.

Manitou Springs was the home of the Miramont Castle, a mansion built in 1896. In addition

to displaying period furnishings and art, the lower level had an exhibit of antique and vintage fire department artifacts. Once again, I saw objects similar to ones we have in our collection and left with ideas for displaying our badges, pins, hats and photos.

The Olympics were in full swing while I was on vacation, so we could not pass up the opportunity to visit the Olympic Training Center in Colorado Springs. And, yes, Healdsburg even has a connection to the Olympics. The Torch Monument in the Plaza honors local Olympic champions and world record holding athletes.

During this vacation, I was reading the book, *A Lady's Life in the Rocky Mountains* by Isabella L. Bird. This was the story of her travels in 1873, by horseback, through the snow-covered Rocky Mountains, the same area that Jim and I so comfortably drove in our air-conditioned car. She was a courageous woman, enduring many hardships yet loved the tremendous beauty that surrounded her, much like so many pioneers of our Healdsburg community. Do you have a family ancestor that came to California by wagon?

During Isabella's journey she spent some time in Golden, CO. At the Golden History Center (that's where I bought the book), I came across a quote that I would like to share with you. "What do you want future generations to know about life today? Which objects will tell that story?" Remember, your history lives at the Healdsburg Museum.

Board of Directors: Ted Calvert (President), Kent Mitchell (Past President), Darci Rosales (Recording Secretary), Stan Becker (Treasurer), Bob Rawlins (Assistant Treasurer), Maggie Bates, Diane Bertoli, Kathi Engler, Francie Forchini, Louise Fowler, Lockie Gillies, Ann Howard, Ann Mahoney, Larry Orr, Karen Tynan (Directors)

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:

Centennial Circle: \$1000 Patron: \$500 Gold: \$250 Gold: \$100 Family (2 or more): \$50
Business: \$75 Individual: \$30

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