

theTIMES

NEWSLETTER FOR THE SAN DIEGO HISTORY CENTER

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Left: Harvey and Sheryl White. Top right: Tom Rodger and Kim Fletcher. Bottom Right: Sue Colestock, Jim Milch, Bram and Sandy Dijkstra, Keith Colestock and Estelle Milch. Photos by Dianna Ippolito.

History Makers Honors Qualcomm, Inc.

In July 1985, seven telecommunications visionaries met in the den of Dr. Irwin Jacobs' home in San Diego. The goal of the meeting was to outline a plan to build quality communications.

"QUALCOMM
HAS... AN ALMOST
UNCANNY ABILITY
TO SEE INTO
THE FUTURE."
Bob Adelizzi

Those industry veterans changed telecommunications forever and put San Diego on the map as the center for technological innovation with Qualcomm, Inc. Twenty-five years later, San Diego History Center was proud to honor the achievements of Qualcomm, Inc. at its June 5 event *History Makers*.

The History Makers Award is an annual honor designed to recognize organizations and/or individuals that have contributed to our city's aspirations and achievements. Qualcomm joins a prestigious group of past honorees including: The Burnham Family, The Evans Family, The Junior League, Las Patronas, The Sycuan Band of the Kumeyaay Nation, and most recently those responsible for transforming the former Naval Training Center (NTC) into Liberty Station, a mixed-use waterfront destination community.

History Makers was held at the Irwin M. Jacobs Qualcomm Hall. The gala brought in more than \$100,000 and funds raised will go to support ongoing educational programming, collections and exhibitions.

"Most San Diegans know and recognize the name and the technology contributions of Qualcomm," said David M. Kahn, Executive Director of San Diego History Center. "Qualcomm continues to build wealth in our community and enjoys a reputation for helping to fund many San Diego-based philanthropic and charitable efforts."

• *Christianne Penunuri, Public Relations*

David Kahn and
Iris Engstrand, *Journal of
San Diego History* Editor
and University of San Diego
History Professor.
Photo by Dianna Ippolito.



Planning Begins for *Innovative San Diego* Exhibition

San Diego History Center is initiating plans for an exciting hands-on, interactive exhibition that will engage audiences of all ages in the fascinating

story of how San Diego became a world leader in a variety of high-tech industries. The exhibition, tentatively scheduled to open in 2012, will be based in part on a forthcoming book by Dr. Mary Walshok and Dr. Abe Shragge.

While communities across the U.S. struggle to redefine themselves and survive in a post-industrial economy, San Diego is prospering. It is a powerhouse in the new knowledge-based economy where corporate giants such as Qualcomm, SAIC, Illumina, General Atomics, Lockheed Martin and Northrop Grumman maintain major operations.

Innovative San Diego will engage visitors by encouraging them to consider the problems San Diego's innovators originally set out to solve. The stories of leading scientists, business people, philanthropists, and others who created the high-tech, knowledge-based economy of today and tomorrow will be presented via video interviews with key players. Visitors will interact with hands-on activity stations designed to illustrate how the problem-solvers' discoveries actually work. Preliminary plans call for sections of the exhibition to be devoted to the communications, bio-medical, and defense industries. Special areas will also be devoted to subjects such as visualization and marine technologies. Visitors will be encouraged to share their ideas about what key problems San Diego's research institutions and corporations should consider solving today.

The hands-on exhibition will be specially designed to appeal to families and school children. It will promote visitors' understanding of and curiosity about STEM (Science, Technology, Engineering, and Math) content and inspire young people to consider STEM-related career paths right here in San Diego.

Innovative San Diego will be a pivotal component of a cluster of interactive exhibitions the History Center plans to create to engage the public in understanding San Diego past, present, and future. *Innovative San Diego* and the additional interactive exhibitions will open sequentially beginning in 2012; all will be installed in time for the celebrations surrounding the 2015 Centennial of the Panama-California Exposition. *Innovative San Diego* will be the first exhibition in this new series because of the unique importance of R&D and high-tech industries in the life of our community. Funding is currently being sought to advance planning for the *Innovative San Diego* exhibition project. Updates will be provided in future issues of *The Times*.

Best wishes,

• David M. Kahn, Executive Director

FROM OUR
EXECUTIVE
DIRECTOR

Hours of Operation

San Diego History Center

Tues - Sun, 10am - 5pm

Library

Wed - Sat, 9:30am - 1pm

Junípero Serra Museum

Sat - Sun, 10am - 5pm
and groups
by appointment

National Endowment for the Arts Grant to support the Norman Baynard Collection

The NEA recently awarded San Diego History Center a grant to support enhanced access to the Norman Baynard Collection of African American photographs, laying the groundwork for additional preservation and access initiatives in the future. As a result of the project, a significant portion of the now largely invisible collection will be made accessible for a wide range of purposes including research, exhibition, and publication.

Norman Baynard (1908-1986) operated a commercial photography studio in Logan Heights for over 40 years where he diligently documented the everyday life, as well as the special occasions, of the largely working and middle-class African American community. The bulk of his work was from the 1940s through the 1970s. Mr. Baynard's work constitutes a unique record of San Diego's 20th century African American community.

Originally from Michigan, he moved to San Diego in the 1930s and opened N.B. Studio out of his home in 1939. The studio later moved to the business district on 29th Street and Imperial Avenue. A long-time Muslim, Mr. Baynard changed his name to Mansour Abdullah in 1976. His studio's name also changed, first to Baynard Photo, and then to Abdullah's Photo Studio.

This vast collection (with over 12,574 negative packets, containing multiple negatives in each pack) was donated to the SDHC by his son, Arnold Baynard, in 1991. Images in the collection include individual and group portraits, residences, businesses, street scenes, churches, weddings, sports, clubs, political or civic functions, funerals, Masonic/Eastern Star organizations and Black Muslim groups.

During this year-long grant, the size of the collection will be accurately calculated, an estimate will be made for the cost of re-housing the negatives in archival sleeves, and a selection of 500 of the most significant images will be catalogued and scanned. Community meetings will be held to gather more information about the people and places in these images. Finally, a webpage will be created to share this information.

• *Chris Travers, Director of the Photograph Collection*



As a result of the NEA grant, a significant portion of the Baynard Collection will be accessible to the public for the first time.



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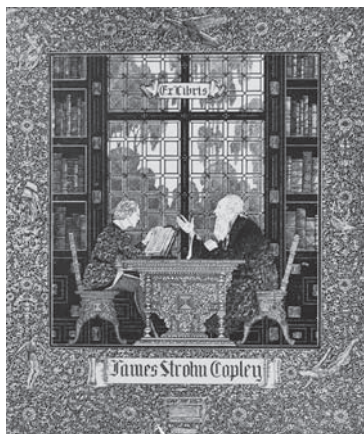
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San Diego History Center is a non-profit organization dedicated to helping people of all ages learn about, and enjoy, the history of San Diego, and to appreciate how our past, present, and future are interrelated.



Donation from the James S. Copley Library

The James S. Copley Library in La Jolla was founded in 1966 by James S. Copley of Copley Newspapers. The main focus of their collection was the American Revolutionary War, although they also collected material related to San Diego.

Last year, the decision was taken to close the Library and put its collections up for auction. San Diego History Center was very gratified to be offered the donation of their San Diego-related material.

As one would expect, the majority of the collection consists of books, but it also includes ephemera, newspapers, unpublished manuscripts, serials, scrapbooks, maps, and several documents and original public records. Many of the items are encased in special custom covers made by the Copley Library staff.

“THIS COLLECTION WILL SERVE AS A TRIBUTE TO THE COPLEY LIBRARY AND THE COPLEY FAMILY.”

Jane Kenealy

Of particular interest amongst the collection are court records for the Court of Sessions and the District Court 1850-1853; letters from the Mexican period, both official and personal, written by such well known names as Arguello, Moreno, Estudillo, Ortega and Sutherland as well as several letters written by Cave Coutts; a daily journal written by Mrs. E. W. Morse (the former Old Town teacher, Mary Chase Walker) on a sea trip to New York; early ephemera from the San Diego College of Letters in Pacific Beach; the Quartermaster’s accounts for the “mechanics/laborers at Quarter Master Depot, San Diego” in 1857; and a San Diego Directory from 1874.

In addition, there is a collection of images from Copley Books. The majority are good quality original negatives, many of the Anza Borrego area. There is also material from Copley Press including bound copies of San Diego Union from the 1870s, and company ledgers.

Our intention is for the collection to remain together as the James S. Copley Library Collection. With the closing of the Copley Library and the Copley family no longer owning the San Diego Union-Tribune, this collection will serve a tribute to both.

• *Jane Kenealy, Archivist*

Teacher Advisory Board formed to support K-12 programs

As the Education Department continues to strengthen and expand its K-12 programs, a formal Teacher Advisory Board was formed to support us in this effort.

Since many of SDHC’s school programs were newly developed and were offered for the first time during the 2009-10 school year, we are using feedback from the past year and input from the board members to refine and enhance existing programs, as well as to introduce exciting new K-12 offerings.

The board’s first meeting took place on May 27th and the following members were in attendance: Darcy Rhodes, Tierrasanta Elementary School; Tracie Audifferen, County Office of Education; Debbie Miller and John Barta, Hamilton Elementary School; Virginia Stretcher and Joel Rodriguez, Southwest High School; Yolanda Sherard and Nicole Reyes, Rancho Del Rey Middle School; and Jonathan Shulman, La Jolla Country Day School.

Meetings will resume after the summer and will continue through the next school year.

• *Marinta Skupin, Director of Education*



The Teacher Advisory Board will work to support and strengthen SDHC’s K-12 programs.

HISTORY HAPPENINGS AT SAN DIEGO HISTORY CENTER



Faces of the Frontier Exhibition Curator Frank H. Goodyear III leads a tour through the gallery.



Above: Rosemary Rodger, Marilyn Fletcher, Fran Golden, Sara Jane Sayer, Mary Sadler and Janet Sutter at History Makers. Photo by Dianna Ippolito. Left: Howard Leight and David Hwang at the Taste of San Diego Micro Brews event. Photo by Tam Joslin.



Above: Public Programs Manager Gabe Selak teaching students about local history. Photo by Jessica Young.

Tom Fetter, Mary Clark, Mary Dawe and Jay Hill at History Makers. Photo by Dianna Ippolito.



Left: Taste of San Diego Micro Brews at San Diego History Center. Photo by Tam Joslin. Right: History/Social Science students show off their projects. Photo by Gabe Selak.



Fashion designer and reality TV star Jesus Estrada (second from left) and his brother Antonio Estrada, model Jody Auslund and Costume Council member Yvonne Larsen. Photo by Gabe Selak.



Fashion designer, Jesus Estrada highlight of Costume Council Soirée

On Monday, May 17 over 60 members of the Costume Council gathered for a mid-morning soirée where they got a sneak peek of upcoming Fall and Winter fashions from runway shows in New York, Paris, London and Milan, captured on film by the Fashion Group International.

After the runway show, the group got the scoop on local fashion designer, Jesus Estrada of Haus of Estrada, and recent contestant on the Emmy-nominated Lifetime TV fashion reality series, Project Runway. Jesus shared his experiences becoming a fashion designer as well as what it was like working with supermodel, Heidi Klum, and Tim Gunn, hosts of the popular show. In addition, he showcased some of his recent designs, including pieces of his menswear line and couture women's ensembles. One of the Costume Council members in attendance loved the gown (pictured worn by Jody Auslund) so much that she purchased it 'on the spot' from Jesus. The buyer and the price remain anonymous, but be on the look-out for this exquisite gown at an important upcoming fashion event.

• Gabe Selak, Public Programs Manager

In the Works...

San Diego History Center is developing a new, collaborative exhibition with the Old Globe Theatre this summer.

With a scheduled opening date set for October 15, 2010, *Dressing the Part: Costume Design at the Old Globe* will feature a display of original costumes and sketches from the theatre's vast collection, various digital interactive components, behind-the-scenes photographs, and costume try-on activities for children and adults. In celebration of the Old Globe's 75th anniversary, this exhibition will highlight the intricate costumes featured in William Shakespeare's *King Lear* and *The Taming of the Shrew*, Alan Bennett's *The Madness of George III*, Dr. Seuss' *How the Grinch Stole Christmas*, in addition to many others. A key theme present throughout the exhibition will be the notion of character transformation through creative costume construction; emphasis will also be placed on costume design and production. Be sure to follow the installation progress of *Dressing the Part* on the San Diego History Center's Facebook and Twitter pages!

DRESSING THE
PART: COSTUME
DESIGN AT THE
OLD GLOBE OPENS
OCTOBER 15, 2010
San Diego History Center



Meet the New Trustee

The Board of Trustees at San Diego History Center welcomes its recently-elected member.

Tom Fetter is a native San Diegan who received his BA and MBA from Stanford and his JD from the University of San Diego. Tom is Chairman of T. Fetter & Co., which has interests in retail gasoline, convenience stores, and car washing. Tom has been very involved with San Diego's non-profit organizations. He served as President of the San Diego Zoo from 2001-2003, and has also been on the boards of USD's School of Law, Bishop's School, the Yacht Club, and the R.H. Fleet Science Center.

Volunteers Honored at Annual Event

In celebration of National Volunteer Week, San Diego History Center hosted an appreciation lunch for its volunteers.

The 60s themed party featured prizes from many local organizations and a delicious lunch from Ranch Events. San Diego History Center has over 50 active volunteers that work in many different areas including the document archives and the photograph collection, administrative offices, museum galleries, and in the community. Our newly-formed docent program has grown significantly and provides tours to groups of all ages at the Serra Museum and our main facility in Balboa Park. If you are interested in volunteering, please feel free to contact us at volunteer@sandiegohistory.org or (619) 232-6203 ext. 102.

• *Jessica Schmidt, Membership Coordinator*



Our volunteers say "hello" at the recent appreciation luncheon.

SDHC to participate in Blue Star Museum Program

San Diego History Center is proud to be a Blue Star Museum.

This partnership with the National Endowment for the Arts, Blue Star Families, and more than 600 museums across America offers free admission to all active duty military and their immediate family members (military ID holder and five immediate family members), including active duty Reserve and active duty National Guard, to the San Diego History Center in Balboa Park and the Junipero Serra Museum in Presidio Park, from Memorial Day through Labor Day 2010.

Blue Star Families is a national, non-partisan, non-profit network of military families from all ranks and services including guard and reserve, with a mission to support, connect and empower military families. Operation Appreciation is an initiative of Blue Star Families that seeks to connect military families to the larger community.

• *Gabe Selak, Public Programs Manager*



STAY CONNECTED
TO SAN DIEGO
HISTORY CENTER!
JOIN OUR ONLINE
COMMUNITIES ON
FACEBOOK, TWITTER
AND FLICKR.

For more information about our events or to make a reservation, call (619) 232-6203 ext. 129 or visit us online at www.sandiegohistory.org/calendar. All locations are San Diego History Center in Balboa Park unless otherwise noted. Programs are subject to change or cancellation.

July

- 10** 1912 Red Light District Walking Tour – Gaslamp Quarter
- 16** Serra Supper/Serra Museum
- 19** History for Half Pints:
I Scream, You Scream,
We all Scream for ICE CREAM!
- 20** Lecture/Book Signing:
Satan’s Playground: Mobsters and
Movie Stars at America’s Greatest
Gaming Resort; Paul Vanderwood
- 22** San Diego NOW: Green Boom

August

- 16** History for Half Pints:
Let’s Go Camping
- 31** Lecture/Book Signing:
America & The Pill; Elaine Tyler May

September

- 10** Lecture/Book Signing:
Angel Island; Erika Lee & Judy Yung
- 14** Serra Supper/Serra Museum
- 20** History for Half Pints:
Home, Sweet, Home
- 23** San Diego NOW
- 28** Historic Places

October

- 12** Lecture/Book Signing: Gay, Straight &
The Reason Why; Simon LeVay
- 14** Costume Council Event
Benefitting Dressing the Part
- 15** Dressing the Part:
Costume Design At The Old Globe
Opens to the Public
- 18** History for Half Pints: “Spook”tacular Fun
- 21** San Diego NOW
- 27** Annual Member Meeting