

Our City,
Our Story

SAN DIEGO HISTORY CENTER



the TIMES

NEWSLETTER FOR SAN DIEGO HISTORY CENTER



Left: Elizabeth Court, Chief Conservator of Paintings at Balboa Art Conservation Center (BACC) examines "Mountains and Desert" by Charles Reiffel. Right: "Waterfront Activity" by Charles Reiffel.

Our Mission

San Diego History Center is 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.

MANY OF THESE
PAINTINGS WILL
BE ON PUBLIC
DISPLAY FOR THE
FIRST TIME.

From "Mission Hills" to "Mountain Slopes": The History Center's New Artwork

This fall, San Diego History Center will display to the public for the first time 17 rare paintings by renowned San Diego artists from the 1930s and '40s.

The paintings, most of which were commissioned by the federal government as part of the Works Progress Administration (WPA) program, primarily include stunning *plein air* landscapes of familiar locales, such as Point Loma, Mt. Cuyamaca and Mission Hills. The artists are recognized regional artists, whose other works are part of the History Center's permanent collection: Maurice Braun, Charles Reiffel, Belle Baranceanu, Charles Fries, Elliot Torrey and Margaret Rocle.

The paintings, along with over 80 others, have been in the possession of the San Diego Unified School District, some on display in the La Jolla High School Library. Through a long-term loan with SDUSD, the 17 historically significant paintings have been entrusted to the care of the History Center for safekeeping, preservation, conservation and public display. The paintings are for the most part in remarkably good condition. As part of our partnership with the school district, we plan to unveil the paintings in a special exhibition in our *Local Treasures* Gallery, beginning September 7. The History Center will also partner with the school district to create lesson plans for schoolchildren, educating them about the historic and artistic legacy of San Diego artists.

The History Center is grateful to Karen Childress-Evans, Ed.D., SDUSD Visual and Performing Arts Coordinator, for shepherding this significant transfer and to Mark Trotter of the Parker Foundation and Pat Crowell of the Legler Benbough Foundation for their advocacy and support to bring this project to fruition.

• Charlotte Cagan, Acting Executive Director

FROM THE
BOARD
PRESIDENT



Year-End Board Report

As we approach the end of our current fiscal year, it is appropriate to reflect on our achievements and our challenges. Since last July, thanks to a dedicated staff, supportive members, donors, and trustees, we have made significant progress in making San Diego History Center a sustainable and relevant institution.

After the departure of former Executive Director David Kahn, we were fortunate to hire Charlotte Cagan, an energetic, experienced museum professional, as Acting Executive Director. Her local connections have helped invaluable. Charlotte started in September 2011 and has been going strong ever since.

In the past eight months we have

- Appointed six new board members: Ray Carpenter, Jeff Cavnac, Iris Engstrand, Susan Peinado, Kay Porter, and Bob Watkins.
- Raised almost \$600,000 in cash and pledges from our board members. We are now extending this request to members of our community. We need 20 "Sustaining Council" members to ensure financial support for a four-year period with a pledge of \$25,000 per year.
- Obtained custody of a noted collection of early California *plein air* art from the San Diego Unified School District.
- Received a \$150,000 planning grant from the California Coastal Conservancy for planning interactive exhibits on the San Diego River at the Serra Museum.
- Installed a major exhibition on the tuna industry, with a separate display at the San Diego International Airport. Our annual "Makers of San Diego History" gala dinner in June will honor the local Italian, Portuguese and Japanese communities that pioneered this industry.
- Secured planning grants for three exhibitions for the 2015 Balboa Park Centennial Celebration: the history of the 1915 Exposition; Dr. Seuss, a San Diego icon; and innovations which have shaped our region and will continue to make it a global innovation center.
- Produced a popular exhibition on the photography of Norman Baynard.

Looking forward, we will

- Open a joint exhibition with The San Diego Museum of Art this October on the work of Charles Reiffel.
- Open our rear 3,800-square-foot galley in early 2013 to house our initial innovation exhibition. This exhibition will continue to expand in 2014 and in 2015.

Our primary challenge is funding. We must fund our endowment, as the services we render to our community cannot be fully supported by earned revenue. Our treasured collections of San Diego's past must be preserved and made accessible to our broad community and to future generations. We must continue to collect and archive. We must be both relevant and sustainable.

- *Tom Fetter, President, Board of Trustees*

Hours

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



A view on the Prado from the 1915 Panama-California Exposition, from the SDHC Photograph Collection.

2015 Is Right Around the Corner!

With the centennial of the 1915 Panama-California Exposition fast approaching, San Diego History Center is beginning to move forward with preparations that ensure SDHC will be the definitive institution of the 2015 Centennial Celebration. Drawing from our extensive archival materials from the original expo – photography, video, postcards, souvenirs, collectibles and other ephemera – San Diego History Center will transform its entire 17,000-square-foot gallery space to re-create the past and set it against a backdrop theme of “innovation.”

The original 1915 Exposition was an innovative project at the time. Creating the grandeur and beauty of Balboa Park from what was then a chaparral-strewn mesa required a vision and ingenuity, and San Diego History Center will draw from that inspiration and develop three major exhibitions that will once again leave visitors with the appreciation that San Diego is still one of the most innovative cities in the United States.

San Diego History Center is proposing three main exhibitions for the 2015 Centennial Celebration:

- **1915** – This exhibition will bring the 1915 Panama-California Exposition in San Diego to life through interpretive media stations, archival video footage, and mobile augmented reality, bringing visitors face to face with era-specific, local luminaries like Alonzo Horton, George Marston, Kate Sessions and John D. Spreckels.
- **San Diego Innovates** – This exhibition features San Diego as an innovation leader and a smart city and will offer multimedia, hands-on displays of the most innovative products to have emerged from San Diego’s high tech, industrial, medical and biotech sectors. SDHC will collaborate with entities like UCSD, High Tech High, Reuben H. Fleet Science Center, and others to ensure this exhibition is technologically cutting edge.
- **Dr. Seuss and the Art of Imagination** – This exhibition will emphasize Theodore Geisel as an innovative leader in his field and will include rare early works, illustrations, cartoons, and sculptures.

The History Center understands its responsibility to be the focal point of the 2015 Centennial Celebration and has outlined an ambitious, but achievable, goal. We appreciate your support going forward to 2015!

- *Matthew Schiff, Marketing Manager*

San Diego History Center has a new monthly e-newsletter packed with our latest news, programs, events and history trivia. To sign up for History Center NOW! go to www.sandiegohistory.org.

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Left: Rock Bottom La Jolla and Ballast Point debuted a collaborative beer.
Center: San Diego Brewers Guild President Marty Mendiola gave a presentation on "The Year in Beer."
Right: Taste of San Diego Craft Brews had record attendance.



Taste of San Diego Craft Brews Sets Attendance Record

In its third year, Taste of San Diego Craft Brews attracted 250 people to the unique beer-tasting event in Balboa Park – the highest attendance for the event so far.

This event features food paired with award-winning, or "history-making," beers, and this year the following local breweries participated: AleSmith, Ballast Point, Karl Strauss, Pizza Port, Rock Bottom La Jolla, Rock Bottom Gaslamp, and Stone. Food sponsors included selected breweries and Best Beverage Catering, Sea Salt Candy Company, Slice of Heaven, The Local Habit, URGE, and Sushi on a Roll. The event raised over \$12,000 in support of programs at San Diego History Center. Thanks go out to Trustee and Event Chair Virginia Morrison and Co-chair Terri Marconi McKnight for another fantastic event.

• *Jessica Schmidt LaFave, Membership and Development Manager*



Left: SDHC President Tom Fetter, Raymond Simas and Brian Hallman.

Center: The annual event had 700 guests in attendance at the Town and Country Resort.

Right: The Makers of San Diego History honorees. L to R: August Felando, Iris Engstrand, Brian Hallman (American Tunaboat Association), Kenny Alameda, Chris Lischewski (Bumble Bee Foods), Julius Zolezzi (Zolezzi Enterprises), Linda Canada (Japanese American Historical Society of San Diego) and Shue Wing Chan (Chicken of the Sea).
Photos by Paul Nestor.



Makers of San Diego History Honors the Tuna Industry

On June 9, History Center members and tuna industry representatives from the past and present gathered at the Town and Country Resort to celebrate and honor the contributions of San Diego's tuna industry. Guests filled the convention hall for the fund-raising gala and were treated to an international buffet, live music, tuna character appearances and a presentation from industry leaders. The program, moderated by Dennis Morgigno, included Brian Hallman from the American Tunaboat Association, Chris Lischewski from Bumble Bee Foods, and industry leaders Kenny Alameda and Julius Zolezzi. The event, held in conjunction with the *TUNA!* exhibition, raises money to support a variety of programs at San Diego History Center.

• *Jessica Schmidt LaFave, Membership and Development Manager*

HAPPENINGS AT SAN DIEGO HISTORY CENTER



Left: In conjunction with the *TUNA!* exhibition at the History Center, a large display is in Terminal 2 in collaboration with the San Diego International Airport Art Program.



Above: The Costume Council visits the exhibition *Il Teatro Alla Moda* in Beverly Hills.



Left: Bumble Bee Foods CEO Chris Lischewski and family at the *TUNA!* exhibition opening.



Above: Charlie the Tuna and Horatio the Bumble Bee join the festivities for the *TUNA!* exhibition opening.

Right: Noah Tafolla and guests at the *TUNA!* exhibition opening.



Left: Fashion student and *Fashion Redux!* finalist places the final touches on his piece.



Right: Judges review submitted designs for the *Fashion Redux!* competition.

Greeters tour the TUNA! exhibition, learning ways to engage visitors.



Gallery Greeters Welcome Museum Visitors

Our exciting Tuna! exhibition is enhanced by a new group of volunteers called Gallery Greeters.

Gallery Greeters are the face of San Diego History Center with the goal of enhancing our visitors' museum experience. Acting as ambassadors of the museum, our group of greeters consists of college

history students, retirees who love history, and retired fishermen who experienced tuna fishing firsthand. We need additional greeters for 2-4 hour shifts from 11 am to 3 pm on Tuesdays through December 30, 2012. Duties include welcoming visitors in a friendly manner, engaging visitors in conversations about the exhibits, and answering their questions. Training will be provided.

To apply, call (619) 232-6203, ext. 108, or email volunteers@sandiegohistory.org.

• *Joan Priday, Volunteer Coordinator*

In Memory of John Ellis, Colonel USMC (Ret.)

We are sad to learn of the passing of John Ellis, an Honorary Lifetime Member, volunteer, and friend of San Diego History Center. John began volunteering, along with his wife, Jane, at the Serra Museum in 1969. He served in many capacities, including docent at the Serra Museum, escort with the Coach Tours group, and member of the Speaker's Bureau. He was particularly involved with the archaeological excavations at Presidio Hill and served as Presidio Interpretation Director in the 1990s. We send our condolences to his family and friends.

• *Jane Kenealy, Archivist*

Exciting New Partnership with Girl Scouts

San Diego History Center has recently formalized a community partnership with the local chapter of the Girl Scouts of San Diego and Imperial County, just in time to help them celebrate 100 years of Girl Scout history.

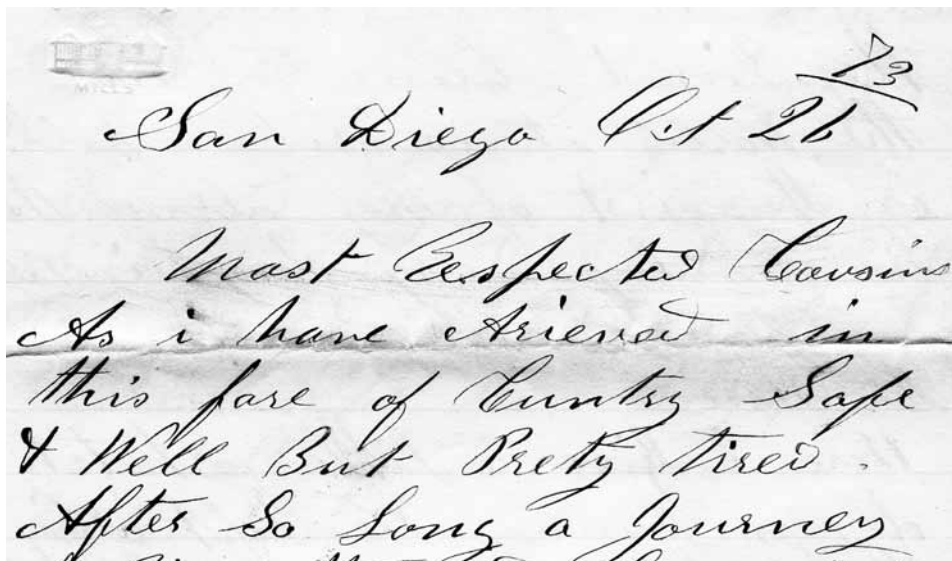
As part of this collaboration, San Diego History Center will expand our Girl Scout program offerings to include more badge, patch, and journey activities. Additionally, the San Diego Girl Scouts will include a synopsis of San Diego History Center programs in their event magazine, *The Compass*. This magazine is the Girl Scouts' guide to events, activities, and camps and is available to over 31,000 girl and 13,000 adult members. Among the most popular Girl Scout programs offered at the History Center is our recently introduced "Nighttime Adventure at the Museum" overnight. This program can be enjoyed at either San Diego History Center sites and provides an entire day of history, with crafts, outdoor activities, a delicious meal, and a flashlight gallery treasure hunt. Along with program expansion, SDHC has also increased our participation in Girl Scout events. Recently, our inclusion in the Girl Scout Amazing Race brought over 200 girls, parents, and troop leaders to the San Diego History Center museum in Balboa Park, where participants completed a fun history-themed activity in order to earn a clue directing them to their next location. Then, on May 19, SDHC participated in the annual Girl Scout Bridging Ceremony celebration held in Balboa Park, where activities and program information were available for hundreds of girls after the ceremony.

• *Coralie Cowan, School in the Park Associate*

San Diego History Center Photos to be Part of Iconic Downtown Office Building

Hurkes Harris Design Associates and Scantech Graphics have collaborated to bring illuminated images from the History Center's vast photograph collection to a new 4,000-square-foot building management and conference center in downtown's Emerald Plaza.

Scantech Graphics brought a contemporary twist to the historic images by printing the photos quite large, 24 x 36 and 36 x 48, on backlit film. Kevin Gennerman of Scantech Graphics commented, "To work in such an iconic downtown building and the reaction by the client made this a great project to be part of." The center is expected to be completed in June.



A. J. Scidmore letter from James S. Copley Library Collection, SDHC Document Archives.

Traveling to San Diego in 1873

Travel today is more often measured in hours rather than miles, with speed and comfort high on our list of expectations. Let us then be reminded that for those traveling to San Diego in the 19th century, it was a whole different story.

A. J. Scidmore arrived here in October 1873, having traveled by sea from New York, "a journey of five thousand seven hundred and some miles." On arrival, he was keen to recount the details of the voyage to his cousins back home. His letter tells how he and his party left New York on September 20 on the steamship "Rising Star" and made their way down the coast, being out of sight of land for six days. Their journey then takes them between Cuba and Watson's Islands (the Ten Thousand Islands off the coast of southwest Florida) and is followed by four more days with no land in sight. Here they encounter rough weather, and the passengers, including our letter writer, all "begin to be sea sick." A storm ensues and the "wind rose to a fearful rate" and "made our ship tumble around... we had to grab hold of everything to keep on our feet." One of the passengers subsequently dies and is buried at sea.

They finally reach the safety of "Aspin" (Aspinwall or Colon in Panama), but "it is a most miserable place... and it rains nearly half the time or pores [sic] down in torrents." Luckily, they only have to spend the night there before taking the train to travel "for 47 miles from the Atlantic to the Pacific." It is here that we find out that the governor of Panama is "at war with the rebels" and so they are met half way on their train journey by another train full of soldiers to guard them to the dock at Panama. The uprising is not large ("about 400 on each side"), but it is enough to keep them from visiting the city of Panama. Instead, they immediately take a small steamboat out to their ship, the Arizona, at anchor four miles out to sea, where they have to wait two more days for freight to be loaded.

They eventually leave for San Francisco and arrive 18½ days later after short stops at "Alko Polko" and Mancinella. After a wait of two more days, they finally board the "Orizaba" for the four-day journey to San Diego, stopping at Santa Barbara and San Pedro along the way. It had taken 34 days to reach their destination on a journey that was dangerous, uncomfortable, and had taken them through a war zone.

Next time our flight is delayed, perhaps we should remember that things could be much worse!

• Jane Kenealy, Archivist

Welcome New Members

Thanks to the support and generosity of our members, the History Center continues to fulfill its mission to help people of all ages learn about, and enjoy, San Diego's history.

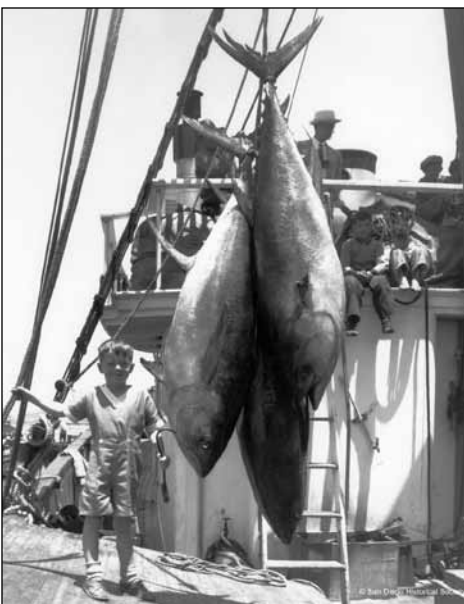
Welcome to the members who have joined San Diego History Center from February to April 2012.

Deborah Ellen Abbott
Michelle & Jason Adams
Ashlee Alaoan
Carl & Mary Barlow
Neal & Tiffany Bociek
Michele Brewster
Larry Brimmer
Janed Casady
James Chute
Seth Cohen
William & Cynthia Cole
Connie Colwell
Idalmiro & Filomena da Rosa
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James MacRobbie & Diane Markert
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Lael Montgomery
Susan & Fred O'Hara
Heather Oonk
Victoria Paris
Dani Peloquin & Netanya Gelfand
Andrew Phillips & Amber Horn-Phillips
Stephen & Linda Rawlinson
Kimio Sato
Leonard Smith
Michael Smith & Kathie Adams
Anthony Sparks
Deborah McKinney Splinter
Maureen Steiner & Camille Davidson
Jennifer & Norman Tuinstra
Cindy Urban
John Valdez
Richard Vattuone
Alexandra & Kiley Wallace
Wendee Wharton
Richard Wolf & Ina Thompson
Marlene "Mickey" Zeichick

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



July

- 15** 'Happy Birthday San Diego,' Serra Museum, 4-6pm
- 16** History for Half Pints, 10-1am, *Super Hero Kids!*, \$5 adult/child pair
- 18** Panel Discussion: Tuna Globalization and Sustainability, 6-7:30pm
- 21-** Family 'Nighttime at the Museum'
- 22** Overnight Adventure, Serra Museum, 6pm-9am, \$15 members, \$25 general
- 23-** Summer History Camp for Kids,
- 27** \$85 members, \$95 general
- 26** History Trivia Smackdown! (Quiz Night), \$10
- 31** Serra Serenade, music and dinner, Serra Museum, 5:30-7:30pm, \$25 members, \$30 general
- 20** History for Half Pints, 10-11am, *Dog Days of August*, \$5 adult/child pair
- 21** Lecture: American Tuna, 6-7:30pm
- 23** History Trivia Smackdown! (Quiz Night), \$10

September

August

- 7** WPA Painting exhibition opening
- 11** Serra Serenade, music and dinner, Serra Museum, 5:30-7:30pm, \$25 members, \$30 general
- 12** San Diego History 101, Part 1, 10-11:30am, \$8 members, \$10 general per session; \$20 members, \$25 general for 3-part series
- 13** Jazz Concert, 5:30-7:30pm, \$10
- 17** History for Half Pints, 10-11am, *Patches of History!*, \$5 adult/child pair
- 18** Tank by Tank Tour, Birch Aquarium, 10:30am, \$20
- 19** San Diego History 101, Part 2, 10-11:30am, \$8 members, \$10 general
- 23** Kid's Tuna Talk Storytime, 1-2pm, \$5 adult/child pair
- 26** San Diego History 101, Part 3, 10-11:30am, \$8 members, \$10 general
- 2** Lecture: San Diego Waterfront Through a Child's Eyes with Jim Bregante, 6-7:30pm, Free members, \$5 general
- 4** New and Renewing Member Orientation, 9-11am, Free (by invitation)
- 14** Serra Serenade, music and dinner, Serra Museum, 5:30-7:30pm, \$25 members, \$30 general