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SAN DIEGO HISTORY CENTER

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NEWSLETTER

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VOLUME 56
NUMBER 2
SPRING 2015

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Calendar

May

- 1-15** The Big Exchange. Reciprocal admission to participating Museum Council institutions. www.sandiegohistory.org/thebigexchange
- 1** History for Half Pints: *Butterflies and Fairies*, 10am | \$ (K)
- 2** Member Morning, 9am (Must pre-register)
- 2** Balboa Park Architecture Walk & Talk, 11am | \$ (K)
- 2** Balboa Park History Stroll, 1pm | \$ (K)
- 6** San Diego History 101: *Indigenous Beginnings to 1890*, 10am | \$
- 7, 14, 21, 28** Balboa Park History Stroll, 11am & 1pm | \$ (K)
- 7** Throwback Thursday Happy Hour, 6pm | \$\$ (21+ only)
- 9** Parkwide Garden Day Celebration, 11am | FREE, (K)
- 9** Bach Collegium Spring Concert, 7pm | \$-\$\$
- 13** San Diego History 101, Part 2: *Development, Water, and the Exposition*, 10am | \$
- 20** San Diego History 101, Part 3: *Depression, Progress of Man to WWII*, 10am | \$
- 21** Centennial Lecture Series: Dr. Iris Engstrand, *Fun & Frivolity at the Expo*, 6pm | \$
- 23** 1935 Progress of Man Walking Tour, 1pm | \$ (K)

June

- 4, 11, 18, 25** Balboa Park History Stroll, 11am & 1pm | \$ (K)
- 5** History for Half Pints: *Farm to Fair*, 10am | \$ (K)
- 18** Centennial Lecture Series: *Women & The Exposition*, 6pm | \$
- 27** 1935 Progress of Man Walking Tour, 1pm | \$ (K)

July

- 2, 9, 16, 23, 30** Balboa Park History Stroll, 11am & 1pm | \$ (K)
- 3** History for Half Pints: *Spin and Grin*, 10am | \$ (K)
- 16** Centennial Lecture Series: Dr. Mary Walshok, *Ingenuity, Innovation and Invention at the Expo*, 6pm | \$
- 25** 1935 Progress of Man Walking Tour, 1pm | \$ (K)
- 28** Celebrate Dr. Seuss' New Book: *What Pet Should I Get*, 11am | FREE (K)

All programs take place at the San Diego History Center in Balboa Park unless otherwise noted. All tours are offered rain or shine unless severe weather is forecast. No tours on major holidays, and periodic dates. Programs subject to change or cancellation. All programs require registration or advance ticket purchase. Tickets available online at sandiegohistory.org/calendar, by phone at (619) 232.6203, ext. 129, or email rspv@sandiegohistory.org.

\$ Programs cost \$1 – \$15 \$\$ Programs cost \$16 – \$50
\$\$\$ Programs cost above \$50 (K) Kid-Friendly Event
* Includes a guided visit to the Library and Archive

SANDIEGOHISTORY.ORG/CALENDAR

HISTORIC EVENTS HAPPEN IN

Historic Places

Host your next event at the
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FOR MORE INFORMATION:
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www.sandiegohistory.com/renting_our_sites.html

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HISTORY



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theTIMES



History Center
Invites the World!

1915 Expo exhibition offers fresh interpretation

DISCOVER THE STORY BEHIND THE EXPOSITION THAT CONCEIVED BALBOA PARK.

"Our hopes never wavered, our efforts did not lessen... San Diego keeps her promise to the world."
– Col. David Charles Collier, 1914.

These words by the Director-General of the Panama-California Exposition hinted at the daunting task the Exposition producers undertook, the difficulties during the process, and the great satisfaction of their completed project. In our 2015 exhibition *San Diego Invites the World*, the History Center conveys and interprets the scope, the challenges and the exuberance of this two-year event that transformed San Diego.

Curated by longtime University of San Diego professor of history Dr. Iris Engstrand, the exhibition provides visitors with an in-depth view of Balboa Park during the Exposition, its featured attractions, and which Expo buildings are extant today.

"A significant portion of San Diego's population has only resided here for 15 or 20 years, and visitors to San Diego often visit the Park without an understanding of why it's here and how it's changed (and not changed) in the past 100 years," stated Dr. Engstrand.

Among the exhibition's special features are the voluminous official Exposition Guest Register, reenactor videos of Exposition luminaries such as William Kettner, Kate Sessions, and John D. Spreckels, a make-your-own Exposition architecture activity, and the Caryatid saved from the Casa de Balboa before the devastating arson fire in 1978. The exhibition also illustrates how Balboa Park is different than other Exposition sites.

BY MATTHEW SCHIFF, MARKETING DIRECTOR

Our mission

The San Diego History Center tells the diverse story of our region - past, present and future - educating and enriching our community, preserving our history and fostering civic pride.

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Collaborations Continue



"San Diego is a City with a Park for a Heart." *The San Diego Union*, 1969. The heartbeat of the San Diego History Center has never been stronger, propelled by the historic significance of 2015. And we are increasingly serving as the heart of our community through dynamic collaborations.

Our 2015 Centennial Lecture Series, co-sponsored by UCSD Extension and Friends of San Diego Architecture, continues. In mid-March we hosted The Congress of History and the California Historical Society, with whom we hope to collaborate on a statewide exhibition. In mid-April we hosted national Dr. Seuss art collectors who gathered at the History Center to marvel at our Seuss exhibitions.

We have formed an exciting new partnership with *San Diego Magazine* to co-host quarterly Throwback Thursday! Happy Hours, with the first

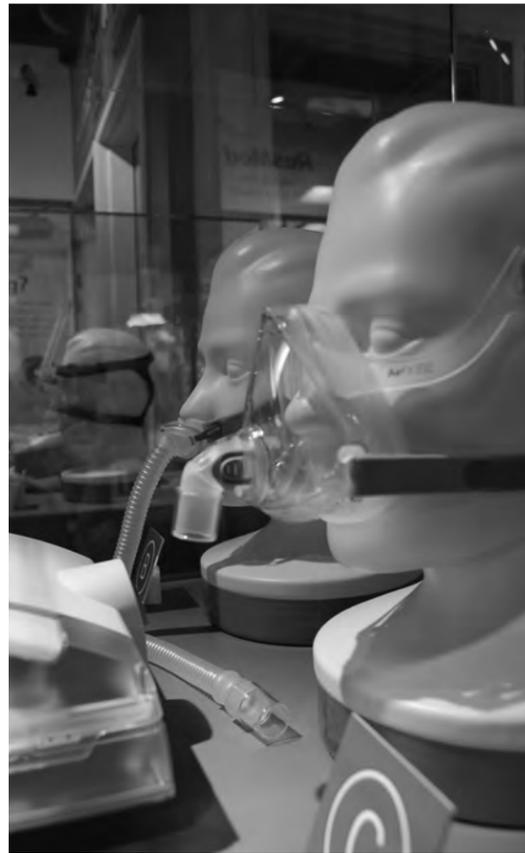
event scheduled for Thursday, May 7. In October we will host the first annual Genealogy Day, co-sponsored with the San Diego Genealogical Society.

Our 2016 exhibitions are fully collaborative: *The Lore behind the Roar! 100 Years of the San Diego Zoo* is a joint project with our Zoo colleagues; a major exhibition on San Diego architect Irving Gill is a multi-institution collaboration whose partners include the La Jolla Historical Society, UC Santa Barbara, SOHO, the Coronado Museum of History, and the Museum of Contemporary Art and American Institute of Architects, San Diego.

Finally, our space-sharing partnerships continue with the Japanese American Historical Society of San Diego and the San Diego Youth Symphony – and our superb pop-up art gallery, *Under the Same Sky*, managed by Noel-Baza Fine Art.

The San Diego History Center gratefully acknowledges a major gift bequest endowment gift from the estate of Philip Klauber.

BY CHARLOTTE CAGAN, EXECUTIVE DIRECTOR



INNOVATION SHOWCASE SPOTLIGHTS RESMED.

The Science of Sweet Dreams

The latest San Diego innovator to occupy the Glass Gallery at the History Center is ResMed, a company that has been pioneering new and innovative treatments for sleep-disordered breathing, COPD (Chronic Obstructive Pulmonary Disease), and other respiratory conditions for more than 25 years.

The San Diego region leads the way in healthcare innovation and when historians look back on this time, the innovation economy will figure prominently in the narrative of San Diego at the turn of the 21st century. San Diego-based ResMed Corp. partnered with the San Diego History Center to create *The Science of Sweet Dreams* display, a dynamic and engaging experience for the local community that highlights the importance of sleep and the warning signs of sleep apnea. Explanatory panels prompt visitors to consider their own sleeping habits and may even help them to correct a problem or encourage them to seek aid on the never-ending quest for that fundamentally important good night's sleep.

The History Center will showcase different innovators who are making history in their own time throughout 2015 and may be the companies that historians 50 to 100 years from now look back on to explain San Diego's innovative history. More information and a schedule of Innovation Showcase displays can be found at sandieghistory.org.

BY MATTHEW SCHIFF, MARKETING DIRECTOR

Celebrating the Centurions 2015 Makers of San Diego History Tribute

On Sunday, April 26, the annual Makers of San Diego Tribute celebrated the Centurions of San Diego at the Town and Country Resort & Convention Center. In this historic Centennial year, our guests of honor were businesses, organizations, and families that have been in San Diego 100 years and longer. The initial research was conducted by committee members and dedicated volunteer sisters Kathy and Abby Esty.

In 1915, the population in San Diego was approximately 39,000. The directory of businesses and homes that year is three inches thick, yet only about 180 businesses listed in it remain today. It is a true accomplishment for those establishments that still exist.

Guests enjoyed strolling through the photo gallery and reading stories about the establishments who were acknowledged and honored. Other highlights of the evening were stories from our host, Dave Scott from KUSI News, scrolling photos of San Diego during the early 1900s, and ragtime and barbershop quartet music. It was a grand evening celebrating the accomplishments of the individuals and their families.

Redux Review! A Look Back at 2015 Fashion Competition

Excitement filled the History Center in February, as fashion enthusiasts gathered for the Fourth Annual Fashion Redux! design competition, featuring rising fashion designers in the Fashion Program at San Diego's Mesa College. In keeping with the Exposition Centennial theme, fashion professors Susan Lazear and Diana Cavagnaro chose the Beautiful Era, 1910–1914, for study. In September 2014, students visited our renowned Historic Clothing Collection to examine inspiration pieces pulled for the project. Design and construction occurred in the fall, and the judging of 25 student garments in December 2014.

On February 23, 2015, four finalists displayed their ensembles at the History Center, culminating on March 6 at the Finale Party where student designers were recognized for their achievements and guests voted on the People's Choice Award. Congratulations to Stephanie Castro, winner of both the Top Designer of Fashion Redux! 2015 and the People's Choice Awards for her ensemble entitled *Swoon at the Soiree*.

Special thanks to this year's Fashion Redux! 2015 sponsors: Janet Sutter and the Costume Council for generously underwriting the Finale Party, San Diego Mesa College and professors of the Fashion



THE 2015 MAKERS OF SAN DIEGO TRIBUTE ON SUNDAY, APRIL 26 CELEBRATED THE CENTURIONS OF SAN DIEGO.

The Centurions Tribute was a signature event of the History Center's year-long Centennial activities. Celebrating those individuals and companies that transformed San Diego was very special for all who attended this multigenerational tribute dinner. At the dinner, plans were announced to form The Centurions Circle, as a way of paying permanent tribute to these founders of our community.

BY BEV FRITSCHNER, DEVELOPMENT



Photo by Siobhan Gazur of Siobhan Photography

IMAGE FROM THE FEBRUARY 2015 ISSUE OF FINE MAGAZINE.

Program, Siobhan Photography, and Heather Winfield at FINE Magazine for the fabulous fashion spread in February's Romance edition.

BY GABE SELAK, PUBLIC PROGRAMS MANAGER

SDG&E: Valued Partner of the History Center

SDG&E funding supports several History Center initiatives. Through SDG&E's Community Partners program, we are the recipient of funding again this year for *San Diego Voices*, our model oral history program for underserved youth. Founded in 1881, and therefore a Centurion of San Diego, SDG&E was one of the Sponsors of our Makers of San Diego History Tribute that took place Sunday, April 26, honoring companies and organizations 100 years and older. And as a recognized regional innovator, particularly in the area of sustainability, in June and July, SDG&E will be featured in the Innovation Showcase in our Glass Gallery. Finally, in July, SDG&E Chairman and CEO, Jessie L. Knight, Jr. will be one of our celebrity readers who will read his favorite Dr. Seuss books to families and children in conjunction with our Dr. Seuss exhibition.

BY CHARLOTTE CAGAN, EXECUTIVE DIRECTOR

Visit our
Museum Store
Nostalgic & Vintage Gifts
Books on Local History
Members receive
15% off purchases



Robert "Bob" Wright
1927-2014

Bob Wright, a long-time interviewer for the History Center's Oral History Program, passed away on December 26, 2014. Bob began his hobby of "collecting people" in 1967, interviewing sailors he met through his work on the *Star of India*. Recruited in 1970 to tape interviews for the San Diego Historical Society, he went on to complete over 250 oral histories for our collection. His ability to talk to people and get the best responses from those he interviewed gave us many excellent interviews that bring the history of San Diego to life. His legacy will endure in our archives.

BY JANE KENEALY, ARCHIVIST

Continued

- Luis Pined
- Nicole Purvis & Vonn Marie May
- Donald & Leticia Salom
- Davoud & Sana Sasanian
- Carlotta Ann Shiba & Marilyn Costanza
- David & Barbara Snodgrass
- Martha Stewart
- Rudy & Christina Stuber
- Robert & Marta Thiele
- Kari & Steven Thomas
- Richard Troncone
- Maritza Valadez
- Craig Wagner
- Steve & Nina Waldron
- Neal & Laurie Wasserman
- Holly & Erica Whalen
- Patricia & Robert Whalen
- Bryan Wildenthal & Ashish Agrawaj

From Our Vaults: Minshall Estate Art & Craft

In 2013, the San Diego History Center received a generous bequest from long-time member Mary Ladd Saul Minshall. Mrs. Minshall was a San Diego educator who taught art for over 30 years. She continued to remain active making her own art and with the San Diego art community after her retirement in 1969.

We received three artworks by Mrs. Minshall: an early work from 1952, *Child Walking*, which was voted first prize by members of the San Diego Art Guild at their All Membership Exhibition that year, and two examples of her later work featuring landscapes and flowers.

The donation also included fine craft by Ellamarie and Jackson Woolley (enamels), Barney Reid (enamels and prints), and Amy Donaldson (ceramics). These artists were all members of the Allied Craftsmen of San Diego. Founded in 1947 to promote cooperation among local craftsmen and to encourage public interest in contemporary craft, the organization is still active today.

The History Center also received original drawings and lithographs for book illustrations by her husband, which have been added to the existing Herbert L. Minshall collection in the Document Archives.



From the Fine Arts Collection Gift of the Mary Ladd Minshall Trust, SDHC 2013.2

BIRDS, WOOD BY HERBERT MINSHALL (1912-1991).

BY TAMMIE BENNETT, REGISTRAR



SPONSOR A NEW LIBRARY CHAIR!

BY SARA MORRISON, MEMBERSHIP DIRECTOR

Name That Chair!

The San Diego History Center Research Library is in the midst of a refresh.

In November 1983, the Research Library opened as the region's largest repository of local historical materials. The orange and blue accented walls and the oak furniture reflected the modern style of the time and had largely gone unchanged since the library's opening.

However, if you have visited recently, you may have noticed a fresh coat of paint with the appropriately named color "Balboa Mist." But there are more updates still to come, including the addition of images from our photograph and documents collections to our walls to create a more inviting space to do research.

But we need your help! The Research Library is still in need of new chairs to replace those that have been in use since the Research Library opened, 32 years ago.

To reach our goal, members, friends, colleagues and donors are invited to sponsor a chair in the Research Library. For only \$250 per chair, a handsome name plate will adorn a new wooden chair in recognition of your gift. Only 50 chair sponsorships are available, so act now to sponsor your Library chair! To name a chair, please contact us at 619-232-6203 x102.



Honoring a Literary Legend
Seuss birthday celebrated

MAYOR KEVIN FAULCONER READS *OH, THE PLACES YOU'LL GO!* TO ELEMENTARY SCHOOL STUDENTS.

To commemorate Dr. Seuss's birthday on Monday, March 2, San Diego Mayor Kevin Faulconer delighted visiting families, local media, and nearly 100 students from Hardy and Burbank Elementary schools in the History Center Atrium with a reading of *Oh, the Places You'll Go!*, the final children's storybook written by Theodor Seuss Geisel.

In honor of the 25th anniversary of this book, Mayor Faulconer also unveiled *Kid, You'll Move Mountains*, a national contest hosted by Dr. Seuss Enterprises, recognizing kids ages 5-18 who excel in Science, Technology, Engineering, Arts and Math (STEAM).

Prior to and following the reading, students and families were invited to create Seuss-inspired crafts and to tour our interactive exhibition, *Ingenious! The World of Dr. Seuss*, presented by the Navarra family and Jerome's Furniture. *Ingenious!* encourages learners of all ages to become creatively immersed within our six exploratory learning niches. Visitors decorated their own hats, wrote postcards to those

who need some "cheering up," crafted their own truffle trees, shared inspirational stories of community building and compassion, engaged in literacy-based puzzles, or simply chose to cozy up with a selection of Dr. Seuss books.

To sweeten the celebratory occasion, every student in attendance was offered a delectable treat, courtesy of Rita's Ice. Kids also received a free ice coupon, valid at all San Diego County Rita's Ice-Custard-Happiness stores, as part of our collaborative "Read with Rita's" marathon, a comprehensive reading-incentive program that strives to foster healthy reading habits among San Diego's youth.

The San Diego History Center thanks Rita's Ice and the Friends of Balboa Park for providing bus funding and admissions for Hardy and Burbank Elementary students visiting on this special occasion.

BY HEATHER POIRIER, SCHOOL PROGRAMS MGR

Join our online communities!

sandiegohistory.org



On Exhibit

INGENIOUS! The World of Dr. Seuss (through Jan. 3, 2016)
Sponsored by The Navarra Family &



Masterworks: Art of the Exposition Era (through Jan. 3, 2016)

San Diego Invites the World: The 1915 Expo (through July 17, 2016)

Presidio to Pacific Powerhouse, 2015 (through Aug. 2015)

Place of Promise (permanent)

Innovation Showcase (through 2015)

AND!
BALBOA PARK: The Jewel of San Diego Showing daily: 11am, 1pm, 3pm



The Times Newsletter
The TIMES Newsletter (USPS 331-890) is published quarterly by San Diego History Center 1649 El Prado, Ste 3, San Diego, CA 92101-1664.

Periodical Postage Paid at San Diego, CA.

Postmaster
Send address changes to: The TIMES, 1649 El Prado, Ste 3 San Diego, CA 92101-1664.

Financial support is provided by the City of San Diego Commission for Arts and Culture.



Commission for Arts and Culture City of San Diego

Welcome new members

Members who have joined the San Diego History Center from Dec. 2014 to Feb. 2015.

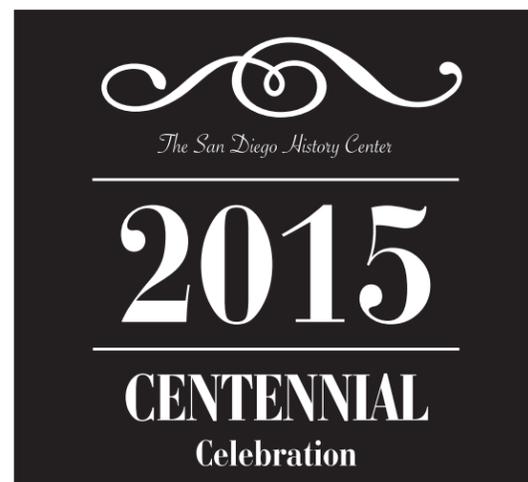
Jenna Anderson
Paul & Suzanne Atencio
Riley Balikain
Aleshia Barajas
Tali & Tony Barbosa
Charles Bell, IV
Josh & Jessie Birnbaum
Richard & Anne Bogardt
Sandra Brue & Christopher Carstens
Steven & Jessica Bryant
Frederick & Donna Bustria
Susan & Bill Carter
Jeffrey & Bobbi Cawdrey
Jacqueline Chaparro-Pucci
Dana Chernoy & Anne Brunetto
Farah Chery & John Davenport
George & Karen Collins
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Jim Gibson
Marilyn Golden
Barry Goldlust
Rachael Gordon
Lyn & Charles Granger
Angela & Matthew Griffith
Jerry & Val Handfield
Sonya Holmquist
William Howell & Judy Alvarez
Carl & Debra Howell
Michael Jarrett
Marjory Kaplan & JJ Surbeck
Victor & Linda Knarreborg
Valarie LaBore
Laurie Lee
Jan Lundy & Richard Bajgrowicz
Patricia Mahoney
Mitzi Marter
James McCleary
Leslie & Marty McCormick
Marilyn & Craig McPhie
Jennifer & John McReynolds
Tyler & Diane Miller
Theresa & Kenneth Miracle
Joan Montenegro-Beck
Chuck Moran
Jackie & Jay Morgner
Fonda Morris
Thomas & Heidi Mosher
Joyce Mullen
Barbara Norris
Megan Oliva & Kristie Tiso
Duane Osentoski & Mia Jones
Roberta Osuyos
Mari & David Phillips
Glenda & Robert Phillips
Continued on Collections page.

Preserve Our Past – Secure Our Future

In this year of historic significance for Balboa Park, the San Diego History Center has launched our own “historic” initiative, a two-year Centennial Campaign to raise \$5 million in endowment, program, and capital funds, to ensure the preservation of our vast, precious collections in perpetuity and to fund the continued momentum of our exhibitions and programs. Endowment is essential to our long-term financial stability and will be directed primarily to our Collections, Archives, and Research Library. Centennial Campaign funds will also support our dynamic exhibitions, allow us to expand our critically important school programs and adult and family programs, expand our newly revitalized Legacy Oral History Program, and enable the History Center to build its significant art collection.

Additional endowment and program funds will be allocated to the Serra Museum, supporting our current efforts, in partnership with the City of San Diego, to revitalize this iconic regional landmark. Capital funds will be used to renovate and upgrade our Balboa Park foyer entry, making it more welcoming and accessible.

The scope of the campaign is broad, as are the opportunities for support. We have developed multiple endowments for varied donor interests, and we have numerous naming opportunities. We have created a Centennial Circle, for recognition of gifts, large and small, to this special campaign.



HISTORY CENTER LAUNCHES CENTENNIAL CAMPAIGN.

Our Board of Trustees is fully supporting this campaign with its own contributions. The campaign, co-chaired by two trustees, Hal Sadler and Joe Craver, was launched at a reception hosted by community leader and History Center Advisory Board member Malin Burnham. We are reaching out to both existing and new donors, friends, and members. For more information about the Centennial Campaign, contact our development office.

BY CHARLOTTE CAGAN, EXECUTIVE DIRECTOR



From the Photograph Collection (#81_11431)

PORTRAIT OF KATE SESSIONS, 1880.

Historic Nursery Becomes Affiliate

The San Diego History Center is pleased to announce that the Mission Hills Nursery, a Centurion of San Diego, is joining our growing list of local businesses giving back to History Center members.

BY SARA MORRISON, MEMBERSHIP DIRECTOR

La Laguna Cabrillo: It's Water under the Bridge!

A frequently visited painting in *San Diego Invites the World* is the fantasy view of what the Exposition grounds may have looked like in a utopian dream. The painting depicts Cabrillo Canyon filled with an international flotilla of boats traversing a tranquil lake. Did the bridge ever have water under it? Yes, and it was called La Laguna Cabrillo.

When the City of San Diego moved to New Town, the population expanded rapidly, increasing the demand for fresh water. Documents from the era relate people's experiences after boiling well water in which they state it was the worst-tasting water ever.

Pound Canyon, later renamed Cabrillo Canyon by John C. Olmsted, provided sweet-tasting water that came from a natural aquifer. In 1870, locals looking for their stray animals saw the trickle of water in the canyon. Digging an artesian well began. Eventually at 23 feet deep, the well collapsed allowing 55 gallons of water an hour to gush from the ground. The 1915 La Laguna Cabrillo formed from that well.

Not only could the lagoon offer safeguards in the event of fire on the Exposition grounds, it could play host to the flotilla of boats envisioned above. Lastly, and quite comical to consider, it was proposed that the lagoon could be used for aero-surfing by Glenn Curtiss's Aviation School on North Island.



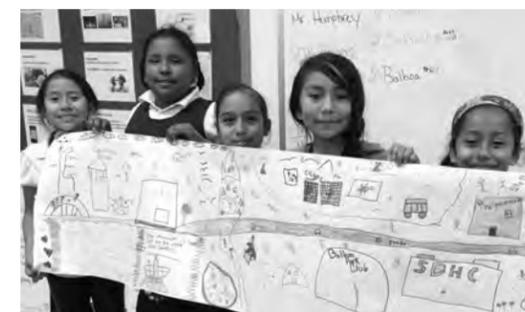
From the Photograph Collection (#8077)

LA LAGUNA CABRILLO, LOOKING WEST FROM THE CALIFORNIA TOWER, C 1915.

One spectacle continued each spring, however, when the water lilies bloomed: Traffic stopped for a look.

In 1961, La Laguna Cabrillo fell victim of the construction and landscaping needed to connect the “Cabrillo Freeway,” now called CA Route 163, to Interstate 5. Fortunately, through historic photographs and written records, La Laguna Cabrillo lives on, a lasting tribute to the 1915 Exposition.

BY GABE SELAK, PUBLIC PROGRAMS MANAGER



3RD GRADE STUDENTS SHARE THEIR MAP OF BALBOA PARK.

Students Explore History of Balboa Park

School in the Park was back in session after winter break, and with the new term, the San Diego History Center launched new curriculum designed to bring third graders out of the classroom to explore the changes Balboa Park has undergone in its first 100 years.

Each day, teams of students are tasked with navigating to a specific location in the Park and learning about that building's history. As a member of a team, each student assumes a job (photographer, cartographer, investigator, or navigator) to contribute specific skills to the collaboration. Before heading outside, the students plot their route on a map and tour our *San Diego Invites the World* exhibition to learn about the building's origins. Once prepared, students put their navigation skills to the test! They use a GPS application to help track their route, utilize historic images of the buildings to pinpoint changes over time, and take their own photographs of their explorations. At the end of each day, students are asked to use all the knowledge they have accumulated to construct their own map of Balboa Park to present to their classmates.

By stepping outside of the classroom with this active and participatory curriculum, students are able to make concrete connections between the Balboa Park that existed in 1915 and the Park as it exists today.

BY SARAH MATTESON, EDUCATION COORDINATOR



Volunteer Spotlight

Patricia “Patty” Malecke moved to San Diego 16 years ago with her “musician boyfriend” after having spent several years traveling to places such as Tanzania and New Zealand, during her time as a writer's assistant with Billboard Magazine. Utilizing skills she learned while earning her BA in what she calls “Show Biz” (Artist Management), Patty has been able to experience a variety of thrills most of us only dream of. She loves interacting with History Center members as part of her volunteer duties in the membership department, and it shows. Before Patty's first anniversary with the History Center on March 11, she had already contributed over 100 volunteer hours. When Patty isn't volunteering with the History Center, she can be found at many pop-culture events such as Comic-Con or the Steampunk Festival or taking pictures with her new buddy, Hugh Jackman.

BY CASILDA PAGAN, VOLUNTEER MANAGER