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Executive Director’s Message:

Early in 2010 the San Diego Historical Society will make a dramatic change. We will begin operating as the San Diego History Center. The idea of changing our name has been under discussion for many years, but without resolution. In the meantime, a whole family of overlapping names has mushroomed up somewhat organically around us – and it has become confusing.

Officially we are the San Diego Historical Society, but our signage and printed materials refer to us just as often as the Museum of San Diego History or the San Diego Historical Society Museum. Over the years our library has become the additional beneficiary of a plethora of titles including: Research Library, Research Archives; Photo Services; or Booth Historical Photo Archives. In addition, there is the not so little problem that when most people see our acronym – SDHS – the first thing they usually say is, “That stands for San Diego High School!”

Recently our organization created a new Advisory Committee made up of distinguished San Diegans: Malin Burnham, Timothy M. Considine, Kim Fletcher, Fran Golden, Yvonne Larsen, David Malcolm, Jack Monger, Mary Walshok, and Stephen B. Williams. They have been asked to provide the Board and staff with fresh perspectives as to how our organization can better serve the community. One of the Advisory Committee’s first recommendations was that we change our name to something that sounds more inviting and inclusive than “historical society,” which sounds exclusive. They underscored that we need a name that is more in keeping with our goal of becoming a more dynamic and popular organization. The Board and I agreed wholeheartedly.

Not surprisingly, similar reasoning has inspired distinguished historical organizations all over the country to update their names over the past twenty years. Among the many communities now served by “history centers” rather than “historical societies” are: Atlanta (GA); Knoxville (TN); Cedar Rapids (IA); Frankfurt (KY); St. Paul (MN); Orlando (FL); Pittsburgh (PA); and Tampa Bay (FL).

Operating under the more visitor-friendly name, San Diego History Center, will enable us to do a much more effective job of marketing and promotion. Making sure that we use the new name consistently will also help clear up some of the current confusion over whether the San Diego Historical Society and the Museum of San Diego History are in fact one and the same. We will still retain the name as the San Diego Historical Society, our founding organization, in official documents.

The change of name will not be cosmetic alone. New and more exciting exhibitions, programs, and publications will follow in the years ahead and culminate in the complete modernization of all our visitor experiences in time for the 2015 centennial of the Panama-California Exposition.

We look forward to serving you, and counting on your support, as we become the San Diego History Center! Please note that the Serra Museum will be reopening to the general public in 2010.
Experience San Diego’s Unique and Diverse History All Year Long!

Become a member of the San Diego Historical Society!

With stunning collections, engaging public programs, and unique research opportunities, there has never been a better time to become a member!

Membership Benefits Include:

- Full-year subscription to the Journal of San Diego History, San Diego’s longest-running chronicle of local history
- Subscription to San Diego Historical Society’s newsletter, The TIMES
- Complimentary use of the Society’s Research Library, including special members-only hours
- Complimentary admission to the Society’s museums and facilities
- Free or discounted admission to special programs, events, exhibition previews, lectures and tours
- 10% discount at all San Diego Historical Society gift shops

Yes, I want to join the San Diego Historical Society! Choose your membership level below*

☐ $60 Family / Household  ☐ $500 Curator’s Circle
☐ $100 Associate  ☐ $1,000 Director’s Circle
☐ $250 Scholar’s Circle

* Senior/Student rates are also available. Please contact SDHS for more information.

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☐ Yes, I want to receive e-mail updates from San Diego Historical Society

☐ SDHS does not release member information to any outside organization(s).

☐ I work for a matching gift company.

☐ I want to learn more about making a planned gift to San Diego Historical Society

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Become a member online at www.sandiegohistory.org or mail this form to:

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For additional information, call (619) 232-6203 x102 or sdhsmembership@sandiegohistory.org

Your membership contribution, in excess of fair market value, is deductible according to IRS regulations. San Diego Historical Society is a non-profit 501(c)3 organization.
Make your Celebration Historic

Planning a wedding or a special event?

The Museum of San Diego History and the Junípero Serra Museum are available for your special occasion. Have a memorable event for you and your guests at our beautiful and historic locations.

Please contact Tam Joslin, Event Coordinator at 619-232-6203 ext 109 or email her at tam.joslin@sandiegohistory.org to assist you.

www.sandiegohistory.org
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The Journal of San Diego History will accept advertisements suitable to its mission and readership. Circulation: Over 3,000 plus an estimated 1,000 pass-along

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The Journal of San Diego History is published quarterly in Spring, Summer, Fall, and Winter, and is a benefit of membership in the San Diego Historical Society. It is also housed in over 150 university libraries and educational institutions. You can be confident that an ad for your product or service will reach receptive readers.

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