Seuss comes to the Centennial!

History Center plans exuberant tribute to Dr. Seuss and Theodor Geisel

The History Center will launch its 2015 Centennial Celebration year on Friday, November 21, 2014, with a marquee exhibition celebrating San Diego’s renowned local author, Theodor Geisel. Entitled INGENIOUS! The World of Dr. Seuss, the exhibition, developed in cooperation with locally-based Dr. Seuss Enterprises, L.P. and Chase Art Companies, will feature artwork by Geisel, some inspired by San Diego locales. This whimsical fun-filled exhibition will also include family-friendly activities based on Dr. Seuss books’ underlying themes: Literacy, the Environment, Family, and Community.

“Dr. Seuss Enterprises is proud to bring this exhibition to Ted’s home for the people of San Diego to enjoy,” said Susan Brandt, President of Dr. Seuss Enterprises, L.P. “Many locals know that Dr. Seuss lived here, and while they have read his books many have not yet seen his art. This exhibition will show the community another fantastical side of Dr. Seuss.”

“The History Center is proud to announce that the Navarra Family and Jerome’s Furniture are the Presenting Sponsors of INGENIOUS! The World of Dr. Seuss,” stated History Center Executive Director, Charlotte Cagan.

“Jerome’s Furniture is honored to be the Presenting Sponsor of this unique exhibition celebrating Dr. Seuss and his connection to Southern California, families, and literacy,” stated Jerry Navarra, the company’s chairman and namesake. “We are particularly pleased to underwrite the launch of this exhibition in 2014, our 60th anniversary year.

As a longtime San Diego family business, we support this family-friendly exhibition celebrating the work of Theodor Geisel, a fellow San Diegan, as our gift to the community and as part of the 2015 Centennial Celebration of our beloved Balboa Park. “I read Dr. Seuss books to my children, and now I read them to my grandchildren, “continued Jerry. “They inspire and teach in such a fun way.”

In describing the exhibition, Cagan stated, “This exhibition is a unique two-fold presentation: We will feature the artwork of Theodor Geisel, particularly works inspired by our locale, providing an exceptional opportunity to showcase him as a serious San Diego artist; and we will create a dynamic, immersive family experience inspired by the whimsically creative books of Dr. Seuss.”

A Dr. Seuss reading nook will feature weekend readings by celebrity readers. Representing the Navarra family, Annie Navarra stated, "I eagerly join with my family in support of this exhibition of the world’s most celebrated author. The Navarra family has been part of San Diego history since the beginning of the last century. I look forward to participating in the Weekend Story Hour along with other outstanding members of our community, kicked off by my brother Jerry." Other celebrity readers include Mayor Kevin Faulconer, SDG&E Chairman Jessie J. Knight Jr., UCSD Extension Dean Mary L. Walshok and a duo reading by former Mayor Jerry Sanders and Rana Sampson.

CHARLOTTE CAGAN, EXECUTIVE DIRECTOR
The History of Balboa Park – on film!

While many books have been written about the history of Balboa Park, we are about to see the first documentary film on the subject. With major funding from the San Diego Tourism Authority (SDTA), the San Diego Tourism Management District, Jerome D. and Anne Evenson Ryan, and the David Whitmore Hearst, Jr. Foundation, the production of this high-quality, high-definition digital film is underway. It will be completed before the end of this year.

The History Center is providing research, photos, and historical documents. As the media sponsor, U-T San Diego is contributing significant marketing efforts, as well as the expertise of their reporters. Executive Producer Kris Viesselman, the U-T’s former VP/Chief Creative Officer, leads the talented production team. Our own Charlotte Cagan, with support from our History Center staff, is the Project Co-Leader.

The film will be shown regularly in the History Center, and copies will be given to each Balboa Park institution. DVDs of the film will be provided to every third-grade classroom in San Diego County for use in their local history curriculum. The film is envisioned as an important promotional piece, appropriate for use on visiting cruise ships, at the airport, and in local hotel rooms. The content is also fully available for the SDTA’s marketing purposes.

Calling all Centurions!

A signature element of the History Center’s 2015 Centennial Celebration will be to recognize and honor all businesses and organizations at least 100 years old. The Centurions of San Diego is the theme of our 2015 Makers of San Diego History annual tribute, to be held in April 2015. There are hundreds of businesses, from neighborhood stores to large corporations, that have called San Diego home since 1915 (or before), and we want to recognize all of their contributions to our community. They include the U-T San Diego (originally San Diego Union), founded in 1868 and considered San Diego’s longest operating business, the San Diego Yacht Club, Neyenesch Printers, Mission Hills Nursery, Julian Goldrush Hotel (formally the Julian Hotel), and so many more.

A team of researchers is combing through the History Center’s archives, using the San Diego Business Journal’s Book of Lists, San Diego City directories, and other sources. If you know of a local business/organization/institution founded in 1915 or prior, please contact us; we want to be comprehensive and complete. Please email your information to Bev Fritschner at bfritschner@cox.net.
San Diego invites the world

2015 exhibition re-interprets transformative 1915 Exposition

No visit to Balboa Park in 2015 will be complete without a visit to the San Diego History Center, poised to open the definitive commemorative exhibition San Diego Invites the World: The 1915 Exposition. Through rare film footage, hands-on activities, and family-friendly programming, the exhibition will feature five major themes adapted from 1915 promotional materials. Visitors will learn why the exposition originally happened—the controversy and compromise necessary to foster a sense of spirit and optimism—and about the political hurdles and negotiations, as San Diego and San Francisco battled each other over who would host the government-funded international exposition in 1915.

When the lights went on at the 1915 exposition, all attention shifted to the wonder and delight of the millions of people who streamed through its admission gates. Gone from people’s minds was leading horticulturalist George Hall’s condemnatory judgment: “There is probably no city, big or little, in the United States so park-cursed as San Diego is with its huge 1,400-acre scab, a miserable unsightly desert, a stricture upon the growth of the city, one of the greatest drawbacks San Diego has, but it is as sacred as a white elephant, and appears to be consecrated to disuse for all time.”

Fortunately the visionaries, local businessmen, and horticulture experts pulled the built environment out of the scrub and transformed it into a mythical Spanish city, replete with phantasmagorical attractions that showed the world that San Diego had culture as well as one of the most unique park locations of any other large-scale urban park of its day.

All of these stories and more will be shared as visitors explore this retrospective exhibit. We hope you will revisit it many times and help San Diego, once again, welcome the world!

GABE SELAK, PUBLIC PROGRAMS MANAGER
Welcome new military exhibition volunteers

The San Diego History Center welcomed our newest gallery guides volunteering for duty in the Presidio to Pacific Powerhouse exhibition. These volunteers come from different sectors of our community, but each has a tie to the story. Some are active-duty personnel currently stationed in San Diego, some are docents from our exhibition partner museums, and others are historians from local military history groups, including the San Diego Military History Association from Cabrillo National Monument. Although they come from different walks of life, they are all using their specific knowledge of both San Diego and the U.S. Military to help tell the story of San Diego's military past, present, and potential role in the future.

The Education Department provides adult and children’s programs that reach a diverse age range—from preschoolers in our History for Half Pints program to senior adults. These include programs for homeschoolers and an exciting new program for those who are homebound in our new Virtual Classroom, presented by OASIS Lifelong Learning, offering continuing education classes for adults aged 55 and up.

If you have a budding historian, age 3 to 5, in your midst, come to the History Center in Balboa Park on the first Tuesday or first Friday of each month at 10 a.m. where you will learn fun facts about San Diego while enjoying shared story time, outdoor play, and a craft project to make and take home. And if you or someone you know wants to learn more about the region but is unable to travel to our sites, jump on Skype to share in our history lessons for adults. See the OASIS website for class dates and times at www.oasisnet.org.

San Diego Voices: Celebrating the voices of our community

History museums help visitors understand what is unique about their communities, what sets them apart from other regions, and how specific communities have been shaped by the past. In pursuing this goal, the Education Department engages members of the community to become active participants in both making and the preserving of our history.

Through the generous support of SDG&E and the Cushman Foundation, San Diego Voices, an extension of the San Diego History Center’s Oral History Program, is now fully funded for the 2014–15 school year.

The program empowers San Diego youth to seek and interview members of their own communities while honoring the contributions of the diverse groups of people that have settled in San Diego.

Since 2010, we have piloted successful oral history projects with High Tech High, La Jolla Country Day School, the Elementary Institute of Science, and Freese Elementary School, among others. Students are guided through the process of creating their own oral histories that are then entered into our Oral History Collection. In the past year, a concerted effort was made to reach out to segments of the community that have been underrepresented in the museum in the past—ethnically, geographically, linguistically, and culturally.

The History Center is uniquely situated to respond and serve San Diego residents by celebrating our community and serving as a community resource.
Donate your vehicle to the History Center!

Have an old car taking up space in your driveway? Want to avoid the hassle of selling it or paying hefty repair bills to get it running? Donate it to the San Diego History Center! The San Diego History Center is now accepting vehicle donations as another way you can support our mission. Your generous gift will help us keep San Diego history alive!

We accept all types of vehicles — cars, trucks, SUVs, motorcycles, ATVs, and even boats — running or not. Tell your friends and family, as we accept vehicle donations from almost anywhere in the continental US.

To make donating easy, the vehicle is picked up at a scheduled time at no cost to you, and we take care of the required paperwork, including title transfers.

There are many benefits to donating your car, including avoiding the expense and trouble of selling it yourself and getting the maximum possible charitable tax deduction for your donation. However, the most important benefit is that proceeds from your vehicle donation help preserve and tell the story of San Diego’s past, present, and future to our community.

Smithsonian Affiliate Membership Program

NEW BENEFIT NOW AVAILABLE TO SAN DIEGO HISTORY CENTER MEMBERS.

Become a Smithsonian Affiliate Member

The San Diego History Center is proud to announce our affiliation with the Smithsonian Institution, joining more than 190 organizations across the country, including the San Diego Museum of Man, the San Diego Natural History Museum, and the San Diego Air and Space Museum in Balboa Park. As a Smithsonian Affiliate, the San Diego History Center’s new partnership is a dual relationship, with the shared goal of developing innovative educational collaborations both locally and nationally. Through Smithsonian Affiliations, the Smithsonian fulfills its outreach mission of sharing artifacts, programs, and expertise with Americans in their own communities. In addition to borrowing objects from the Smithsonian’s collections, Smithsonian Affiliates gain support in identifying appropriate resources within the Smithsonian to accompany exhibit loans: education and performing arts programs, expert speakers, and staff-development workshops.

As an exclusive benefit of being a Smithsonian Affiliate, the History Center will now offer our members a Smithsonian Affiliate Membership. Benefits of the Smithsonian Affiliate Membership include a personalized Smithsonian membership card, a one-year subscription to *Smithsonian Magazine*, a 10% discount at Smithsonian museum stores, a 10% discount on Smithsonian Folkways Recordings, Smithsonian Journeys travel and study tour opportunities, and free admission to Smithsonian Affiliate Reciprocal Member institutions throughout the U.S.

The Smithsonian Affiliate Membership benefit is now included as a complementary benefit with all renewals, upgrades, and new memberships of all Circle Levels ($250+). For all other membership levels, for a limited time, we are offering the Smithsonian Affiliate Membership as an add-on for just $12 for the first year.

Upgrade your membership or purchase your Smithsonian Affiliate Membership add-on today! Contact Sandy McIsaac at membership@sandiegohistory.org or 844-734-2227 or visit sandiegohistory-cardonations.org to donate your used vehicle.

SARA MORRISON, MEMBERSHIP DIRECTOR
In memoriam – Philip Monroe Klauber

Inspirational former History Center leader
Philip Monroe Klauber, son of Grace and Laurence Klauber, was born in San Diego on July 19, 1915. Phil attended San Diego State College and graduated from Stanford University in 1937. He first worked in New York, but returned to San Diego as an engineer at Solar Aircraft from 1946 to 1963. He then joined his father at the San Diego Gas & Electric Company, remaining there until 1980.

One of Phil’s favorite organizations was the San Diego Historical Society — now History Center — where he served on its board of trustees and as treasurer beginning in the 1980s. He became president from 1984 to 1986 and always followed the issues of The Journal of San Diego History very carefully. Phil read widely and was a virtual encyclopedia of local history.

Because of his outstanding contributions in so many areas, in 1974, Phil received the National Distinguished Eagle Scout Award given for more than 25 years of distinguished service to the community. Other awards Phil received included the Gaslamp Quarter’s Lifetime Achievement Award (1995) and the George W. Marston Award for Distinction in Civic Leadership (San Diego Historical Society 2001).

After he retired, Philip Klauber continued to serve his city in various ways even as he reached his 90s. Phil was known throughout the region for his commitment to making San Diego a better community, his ability to work with all factions in discussing city projects, and his inspirational spirit of leadership. His lasting legacy will be his genuine desire to see San Diego progress in the best possible ways. He will be missed by all who knew him.

Masterworks exhibition receives grants

The History Center is proud to announce that its 2015 exhibition, Masterworks of the Exposition Era, is the recipient of several generous grants.

The Sefton Foundation has awarded the exhibition a $100,000 leadership grant, for this marquee offering which will bring together and showcase for the first time in 100 years stellar artwork from both California and the East Coast displayed at the path-breaking Art Exhibition at the 1915 Exposition.

An additional major gift of $25,000 from the Galinson Foundation, a $25,000 gift from Sandy and Bram Dijkstra, and a $10,000 grant from Mark Trotter via the Parker Foundation, augment the recent gifts for this important exhibition.

Additional funding is needed in order to produce exhibition-related educational programming, a commemorative 2015 ‘souvenir’ catalog and a special tribute to the exhibition’s prime moving force and one of its recognized artists, Alice Klauber.

For more information about participating in this 2015 art initiative, contact Janet Klauber at jgklauber@mecloud.com
Military exhibition opens – bring on the military families!

Presidio to Pacific Powerhouse: How the Military Shaped San Diego opened on April 25 to a crowd of over 350. Representatives from local defense contractors including Cubic Corporation, Northrop Grumman, and UTC Aerospace Systems, along with Rear Admiral Bruce L. Gillingham, CAPT Curt Jones, Commanding Officer of Naval Base San Diego, and San Diego City Council President Todd Gloria, were in attendance, and the mood was celebratory. Remarks halfway through the evening underscored the importance, depth, and history of San Diego’s relationship to the U.S. Military, as presented in the History Center exhibition and the nine other participating sites.

The timing of the exhibition opening was purposeful. The month of May is Military Appreciation Month, and the History Center reinforced its importance through participating in the Blue Star Museum Families program, offering free admission from Memorial Day through Labor Day to all active-duty military personnel and up to five dependents. “We salute and support San Diego’s military families through the Blue Star program,” stated Charlotte Cagan, Executive Director. “Our military exhibition offers an engaging, educational experience that speaks directly to their own life experiences.”

Presidio to Pacific Powerhouse runs through December 2014, with a reinterpretation presented throughout 2015.

Matthew Schiff, Marketing Director

Fashion: past, present, future

Over 260 “Fashionistas” from throughout our region gathered at the House of Hospitality on Friday, June 6, to enjoy a stunning three-part runway show featuring fashions from the past, present, and future. Patricia O’Connor, the event Chairperson, founded the Fashion Careers College and is a long-time member of the San Diego History Center Costume Council. Zandra Rhodes, an internationally renowned fashion and textile designer, served as Honorary Chair, welcoming guests from her studio in London. Ann Jones, the first Costume Council President, was honored at the festive event.

The past segment of the fashion show highlighted favorite pieces of twentieth-century apparel from ten San Diego women known for their love of fashion and style. The present segment of the show featured local boutiques showing their newest and trendiest fashion apparel. The last part of the show gave us a peek into the future of fashion with avant garde designs from local fashion design students and graduates from Palomar College, Fashions Career College, and Mesa College.

Proceeds from this enjoyable, sold-out event support and preserve over 7,000 historic clothing items that form our Costume Collection, considered one of the most significant in the U.S.

Photographer: Charles Schneider (#93:18923-166)

Bev Fritschner, Development Manager
Calendar

August

1 History for Half Pints: Let’s Go Camping!, 10am, repeats Aug 5 | $ (K)
7 Balboa Park History Stroll, 11am & 1pm, repeats Aug. 14, 21, 28 | $
9 Saturday Balboa Park Stroll, 1pm & 3pm, repeats Aug. 23 | $
13 Lecture & Booksigning: Historic Stage Coach Routes of SD County, 10:30am | FREE (book purchase additional)
15 History Happy Hour, 5:30pm | $$ (21+)

September

2 History for Half Pints: Home on the Rancho, 10am, repeats Sept. 4 | $ (K)
3 Balboa Park: Past to Present (part 1): Early Park Planning, 10am | $-$
4 Balboa Park History Stroll, 11am & 1pm, repeats Sept. 11, 18, 25 | $
6 Saturday Balboa Park Stroll, 1pm & 3pm, repeats Sept. 20 | $
9 Virtual Classroom: Tell Me a Story: World Storytelling Day, 11am | $
   Attend this class from the comfort of your home. Register at www.oasisnet.org/sandiego

October

2 Balboa Park History Stroll, 11am & 1pm, repeats Oct 9, 16, 23, 30 | $
3 History for Half Pints: Pumpkin Soup, 10am, repeats Oct 7 | $ (K)
4 Saturday Balboa Park Stroll, 1pm & 3pm, repeats Oct 18 | $
7 Introduction to the Architectural Drawing Collection, 5pm, Research Library | $
10 Virtual Classroom: The Other First Thanksgivings, 11am | $
   Attend this class from the comfort of your home. Register at www.oasisnet.org/sandiego

$ Programs cost $5 – $15
$$ Programs cost $20 – $50
(21+) Proof of ID required
(K) Kid-Friendly Event
(KF) Kids FREE with paid adult
(FM) Free for Members

All programs take place at the San Diego History Center in Balboa Park, unless otherwise noted. 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 rsvp@sandiegohistory.org.

SANDIEGOhISTORY.ORG/CALENDAR