



Photo by Tom Ladwig

Giving the Serra New Life

New exhibits tell the story of George Marston and the San Diego River

THE ICONIC JUNÍPERO SERRA MUSEUM POISED FOR REVIVAL.

A new vision for telling the story of San Diego at the historic Junípero Serra Museum is about to be realized as the San Diego History Center embarks on the creation of two new exhibits at the Presidio Park landmark.

Recently, the History Center was awarded a \$250,000 grant from the San Diego River Conservancy and State Coastal Conservancy to implement phase one of the Junípero Serra Museum Interpretive Master Plan, completed in 2013. This project will turn the existing admissions area and store into an engaging new exhibit that welcomes visitors and orients them to the Serra Museum and Presidio site. The exhibit will chronicle the efforts of George Marston, visionary philanthropist and businessman, to conserve the Presidio and establish the San Diego Historical Society, now the San Diego History Center, as an institution to preserve the stories of the growing city. The new exhibit will also focus on the historic

role of the site and its relationship to the San Diego River. A new admissions and store area will be created in an adjacent space.

A second new exhibit will be installed on the exterior northeast terrace overlooking the San Diego River. This exhibit will focus on the river's changing role for the region's inhabitants, from native populations through modern city dwellers, and the forces, both synthetic and natural, that have shaped the river's course throughout the ages.

Dr. Iris Engstrand will curate both exhibits with the assistance of an advisory committee made up of expert archeologists, urban planners, geologists, and other community stakeholders.

The project is funded by the "Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006" (Proposition 84).

BY BILL LAWRENCE, CHIEF OPERATING OFFICER

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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Green Shoots



As some economists observed in the first year following our country's "Great Recession," there were some "green shoots," or signs of recovery during the downturn.

I'm pleased to report that the landscape of the San Diego History Center now has abundant green shoots. We have come

a long way in the past four years under the leadership of our Executive Director, Charlotte Cagan, and with the support of our trustees, donors, members, and dedicated staff. Here are a few meaningful examples to illustrate our growth:

- For the fiscal year that started July 2014, our admissions revenue is up 121% over budget estimates. Store sales are up 67%!
- As of June 30, 2015, we have booked over \$3 million toward our \$5 million Centennial Campaign! And we are only six months into that two-year effort.

- Our annual "Makers of San Diego History" event celebrated the Centurions of San Diego, businesses, and organizations that have served our community for over 100 years. More than 550 people joined us for that occasion in April.
- Our efforts to reinvigorate our Junipero Serra Museum are taking effect. After receiving a \$150,000 state grant to plan future exhibits, we have just received a \$250,000 grant to implement the first phase. Another \$1.5 million in funding from the City of San Diego will be used, starting next year, to provide ADA access and greatly improve the usability of the Serra.
- Our documentary film *Balboa Park: The Jewel of San Diego* drew over 950 people to its premiere last December becoming the opening event for the Centennial and providing a basis for civic pride. The film continues to draw viewers, serving in part as an orientation for park visitors.
- Our staff is stronger and our role as the repository and authority on San Diego's history is increasingly appreciated and recognized.

Thank you to all who have made this progress possible. Our work here has just begun.

BY TOM FETTER, BOARD PRESIDENT



NEW WELCOME DESKS TO REPLACE OUTDATED DESKS.
COME VISIT TO SEE OUR NEWEST UPDATES!

Welcome to the New Welcome Center

The last time you visited the San Diego History Center, you may have noticed a change. It wasn't just our new store merchandise that caught your attention, but more likely our newly remodeled store and welcome desks.

Thanks to San Diego County Supervisor Ron Roberts, the History Center received a grant through the Neighborhood Reinvestment Program, which funds one-time capital projects benefiting the community. The grant enabled the History Center to fabricate custom welcome desks, a store desk, and a membership kiosk. The design encourages the visitor's eye to wander the store, highlighting the galleries and store merchandise.

Timeless-looking stainless steel and teak were used to tie in the "old" reclaimed furniture with our new photo wall and signage. Updated admission and museum events will be displayed on a large video monitor behind the welcome desks.

We invite you to check out our new look and take home part of your experience by picking up a special handmade gift to support our mission. And be sure to visit the delightful Seuss Store!

Special thanks also to George Saadeh of Wurts Interiors, for partially donating the sleek new carpeting in our foyer, adding to the upgrade of our entire welcoming experience.

BY KATE ROSS, STORE MANAGER



Legacy Oral History Program

Oral Histories return to History Center

AMANDA TEWES, ORAL HISTORIAN WITH NEWLY PURCHASED RECORDING EQUIPMENT.

The San Diego History Center has re-launched its oral history program with generous support from the Gardiner Foundation, Helen and Buzz Kinnaird, San Diego Rotary Club 33, and the Cushman Foundation. We have been collecting oral histories since 1956, and the current collection comprises over 1,700 interviews, including 350 that contain stories that date back to the late 19th century. The goal of the new Legacy Oral History Program is to collect, preserve, and provide access to the personal stories of the residents and communities that document the diverse history of our region.

As a preface to restarting the Legacy Program, in 2011, our Education Department started a five-year project for the freshman class at La Jolla Country Day School to generate over 50 oral histories per year. In 2013, support from SDGE enabled the History Center to launch an initiative that gives students at local underserved schools the opportunity to capture stories from residents in their communities. These projects will continue to be a valuable part of our Legacy Program.

We have recently hired a dedicated Oral Historian, Amanda Tewes, who has extensive experience in both the academic study and practical application of oral history. With the purchase of new recording equipment, we are now in a position to reach out to our first interview candidates.

In addition to collecting new interviews, we will also be attending to the preservation needs of the historical oral history collection. In 2014, the History Center was awarded a 12-month grant of \$24,771 from the Institute of Museum and Library Services (IMLS) to create digital preservation copies of some of our collection's earliest oral history interviews. We intend to pursue additional funding to assist with the completion of this project as well as to digitize over 800 interviews still on cassette tape. Our long-term goals include increasing accessibility to original recordings, currently only available for research in transcript form, in-house, online and in exhibitions.

BY JANE KENEALY, ARCHIVIST

On Exhibit

INGENIOUS!

The World of Dr. Seuss

(through Jan. 3, 2016)

Sponsored by:

The Navarra Family &



The De Falco Family Foundation

Masterworks: Art of the Exposition Era

(through Jan. 3, 2016)

San Diego Invites the World: The 1915 Expo

(through July 2016)

Sponsored by:

June and Neil Ash &



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BETH ISRAEL



UnionBank

Presidio to Pacific Powerhouse

(through Fall 2015)

Sponsored by:



Place of Promise

(permanent)

Innovation Showcase

(June – August 2015)

Sponsored by:



A Sempra Energy utility

BALBOA PARK: The Jewel of San Diego

Film showing daily:

11am, 1pm, 3pm

A Historic Circle of Support

On April 26, 2015, a bond was officially formed between the San Diego History Center and honorees of the "Centurions of San Diego" celebration at the Town & Country Resort and Convention Center. These Centurions – families, companies, places of worship, and organizations that have been in San Diego for 100 years or more – have been steadfast participants in our rapidly growing community as San Diego went from small town to large city. Many of these groups, like the Mission San Diego de Alcalá, the Bregante family, and the San Diego Union (San Diego Union-Tribune), have ties dating back to this region's earliest recorded history. As just three of the many institutions that are part of the historic record of this region, they represent an exciting opportunity for alignment between the History Center and other entities like them.

To this end, the History Center is inaugurating the Centurions Circle as a permanent tribute to the founders of our community in recognition of their contribution to the development of our region. With each passing year, new groups, businesses, and



Photo by Douglas Gates

(FROM L TO R) CLARE AND LARRY MCDONALD, CAROL AND ROGER SHOWLEY.

families will join the prestigious Centurions Circle and continue to strengthen these bonds initially formed during the celebration of this historic Centennial year.

BY LISA CULVER, CHIEF DEVELOPMENT OFFICER

Welcome new members

- Luis Alam Martinez & Daphne Landa
- Henry & Lesley Angelino
- Elaine Baldwin & Carl Nelson
- Elaine Bandrowski & Tony Basile
- Mary & John Barlow
- Kenneth & Dana Basile
- Sonny & Lulu Bautista
- Matt & Rocio Bleuer
- Christina Bobb & Carrie Shope
- Edwin & Sara Boniske
- Michael & Jennifer Bower
- Sandra Brower & James Nix
- William & Sindy Burggraf
- Kathleen Caligiuri
- Stephanie Castro
- Russell & Nancy Christensen
- Amy & Matt Jacquiel
- Jason & Gerissa Conforti
- Scot & Annie Connor
- Roxana Coronado & Ken Jackman
- Thomas & Daniel Correll
- William & Karen Corrigan
- Karen Crawford
- Ken D'Angelo
- Jeffrey & Christina Denning
- Michael Denny
- Christine DeSantis & Brian Phillips
- Michael & Marilou Devaney
- Victor Romero & Carolina Diaz-Romero
- Peter & Julie Doodly
- Randy Dotinga
- Judith Downe
- Mitchell & Julie Dubick
- Christine Dwyer
- Craig Eadie
- Steve & Rosie Eckberg
- Debra Edmond
- Jim Eischer & Pam Brer
- Alex & Kimberly Elias
- Martin & Sofia Eliopoulos
- Josh Elmore & Cynthia Jonetka
- Peter Erbes
- Vernon Evans & Taelor Cole
- Thomas W. Ferrell & Susan Adams
- Robert & Robin Fitzpatrick
- Pamela Flores
- Stephanie Friedrich
- Marco & Vanessa Garavaglia
- Nicole Garrod
- Stacie & Tanisha Garvin
- Michael & Karen Gibson
- Jonathan & Anne Grissom
- Phillip & Susan Hack
- Jillian & Shane Hanson
- Ron & Kaye Harper
- Jim & Marla Harrigan
- Anne-Charlotte Harvey
- Thomas & Lynda Haugh
- Lori Holland & Taylor Barragan
- Steven & Mary Horning
- Mario Ibarra & Krista Guerrero
- Scott & Andrea Ingold
- Frank & Theresa Iraci
- Barry & Rachel James
- Michelle Jangula
- Krystle & Eric L. Johnson
- Joanna Jones
- R. Michael Jones

Continued on Collections page.

ENRICH YOUR EMPLOYEE BENEFITS PACKAGE

Share the story of San Diego with your most valuable assets!

Add San Diego History Center membership to your employee benefit package TODAY!

SHARE THE STORY OF SAN DIEGO WITH YOUR EMPLOYEES.

Enrich Your Employee Benefits Package

The San Diego History Center welcomes new members from the Higgs, Fletcher & Mack law firm, who now offers all of their employees Family/Household memberships to the San Diego History Center as a valuable part of their employee benefits package.

Our new program offers local businesses the opportunity to share the story of San Diego with their staff, while supporting the preservation of San Diego's past, present, and future, and creating a tax deduction for the company.

Employees have the benefit of joining as Family/Household members, allowing them to take advantage of unlimited FREE admission to the San Diego History Center in Balboa Park and to the Serra Museum in Presidio Park; free museum admission for immediate dependents or grandchildren under age 18; free use of the Research Library; invitations to members-only events and exhibition previews; a subscription to our scholarly *Journal of San Diego History*; and discounts on programs, events, and at our History Store, as well as at several local businesses!

If your business is interested in offering membership to the San Diego History Center as part of your employee benefits package, please contact Sara Morrison at 619-232-2036 x121, smorrison@sandiegohistory.org.

BY SARA MORRISON, MEMBERSHIP DIRECTOR

Frisco vs. Diego: Exposition Rivalry Continues

A century has passed and yet no olive branch has been extended between San Francisco and San Diego. In 1915, the two cities dug in their heels to host the official world's fair marking the opening of the Panama Canal. San Francisco proudly touted its sheer size (420,000 people in 1915) and millions of private dollars raised to fund its grand palaces and formidable ferry building. On its rooftop, in bright red neon lights, the building prominently announced the "Panama Canal is Open," and 19 million people streamed there during the fair's nine-month run. Go to San Francisco today, and the sign is back!

Not to be outmatched, San Diego proclaims its accomplishments too, with a stunning campus of extant Exposition buildings, the cultural core of a modern metropolis, and a world-renowned zoo serving as a lasting legacy of the 1915 Panama California Exposition.

In anticipation of the Panama Canal's opening, rival camps in both cities formed, and San Francisco had an ally in President William Howard Taft, who stated, "San Francisco is the city that knows how." Congress voted against San Diego, who answered by backing Democrats Woodrow Wilson and William Kettner in 1912. Kettner proposed legislation that San Diego host its own fair, described as the "greatest of Expositions, so absolutely unique, a copy of no other," a curt reference to San Francisco's



From the Photograph Collection, Andreas Brown Collection (#PA 291)

CONSTRUCTION OF THE PANAMA CANAL, C. 1910.

use of Beaux Arts in its structures. San Francisco's legacy: 635 acres of fair grounds reduced to a few scattered ruins at fair's end. California State Librarian Emeritus Dr. Kevin Starr suggests the Panama Pacific International Exposition was a farewell to San Francisco's past. Conversely, San Diego became the torch bearer of the future, using its Kettner and Wilson connections to introduce the Navy to the region, thereby establishing a new civic identity for a burgeoning region.

BY GABE SELAK, PUBLIC PROGRAMS MANAGER



A KINDERGARTENER FROM ST. CHARLES SCHOOL PRACTICES HER RHYMING WORDS.

Dr. Seuss School Programs

Ingenious! The World of Dr. Seuss has been a boon for the San Diego History Center, and our school programs are no exception! Thanks to funding from Rita's Ice, Wells Fargo, Mission Fed, ArtsBusXpress and FOCUS, we have been able to offer free admission to schools with at-risk students, as well as to classes that have won trips by participating in the Read with Rita's Reading Marathon. Since last year, we have seen a 100% increase in the number of students served by our school programs. Classes spend time in five interactive niches while receiving a mini-lesson on each of the values represented in Dr. Seuss' books: imagination, community, friendship, literacy, and the environment. Students also take an in-depth look at the 'unorthodox' taxidermy collection and express their creativity by making a creature from their own imagination. Second-grade classes and older learn about Dr. Seuss' connection to San Diego by participating in a guided experience in the *Place of Promise* exhibition. We look forward to sharing *Ingenious!* with many new groups of students in the fall.

BY TINA ZARPOUR, EDUCATION DIRECTOR



Volunteer Spotlight: Elisa Merino

Elisa Merino has volunteered in the History Center's Document Archives for over eight years. She began volunteering at the History Center after her retirement from Southwestern College where she worked for 37 years in its library's audiovisual department. Elisa, a true San Diego native, wanted to keep herself productive and useful after retirement so she began volunteering as a literacy tutor for Oasis and as an adult literacy tutor at the Chula Vista Public Library. In an effort to "stretch her mind," Elisa later started volunteering at the History Center. She has since taken on many projects in the Document Archives, including her current project editing and formatting transcripts for our extensive oral history catalogue.

BY CASILDA PAGAN,
VOLUNTEER
MANAGER

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Books on Local History
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From Our Vaults

At a time when Balboa Park is focused on celebrating its origins in 1915, many park institutions have been prompted to examine their own beginnings. Donated in 1990, the House of Pacific Relations (“pacific” meaning peaceful) collection traces the history of its member houses through correspondence, programs, tickets, three large scrapbooks of newspaper articles, and two photograph albums.

Created for the California-Pacific International Exposition of 1935, the purpose of the organization was “to foster and cultivate a spirit of understanding, tolerance, and good will.” At the 1935 Exposition, 19 nations occupied 15 cottages. Membership has constantly changed through the years, and currently there are 33 nations in 19 cottages. Each member country was, and still is, responsible for creating cultural programs for public events held every Sunday.

Reading through the collection gives a real flavor of the organization. Letters report an incident involving damaged murals in the Russian cottage during World War II when the military occupied Balboa Park; how the House of Italy was “dropped from the files due to non-cooperation”; and what happened when Holland was asked to leave the House of China. This collection is a fascinating and informative resource for anyone researching the history of the House of Pacific Relations.

Joseph Kagan & Michelle Patroni
Ellen Kanady
Joshua & Laura Katz
Kevin & Therese Ketteringham
Karin Kirby
Melinda Kitchin
Celeste Knapp-Reising & James McKee
Regina Knoll & Jesse Menczer
Paul & Timmithea Leeds
Don & Ina Liddell
James Lievers
Kathleen & Daniel Lochtefeld
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Rahil Swigart & Noushin Hosseinzadeh
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Annalisa & Heidie Trautwein
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Ginger Weatherford
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Carol Weiss
Randal Westbury
Frederick Wills
Sandra York



From the San Diego History Center Document Archives

[HOUSE OF PACIFIC RELATIONS
\(INTERNATIONAL COTTAGES\) COLLECTION.](#)

BY JANE KENEALY, ARCHIVIST



[SAN DIEGO ZOO ENTRANCE SIGN, 1936.](#)

BY TARA CENTYBEAR, CURATOR

The Lore Behind the Roar! Coming Soon!

Over a century ago, Dr. Harry Wegeforth heard a lion’s roar reverberate across the 1915 Exposition grounds, a sound that inspired him to create what we now know as the world famous San Diego Zoo. To celebrate the Zoo’s centennial, the San Diego History Center and four other museums in Balboa Park are collaboratively showcasing concurrent animal-themed exhibitions during 2016. For its part, the San Diego History Center will take visitors through the 100-year evolution of the Zoo, its extraordinary triumphs, tribulations, and innovations. For the first time, visitors will have the opportunity of an in-depth look behind the scenes to discover what makes a zoo function and prosper. Animals that have captured our hearts and people who have changed conservation forever will tell this institution’s history. *The Lore Behind the Roar! 100 Years of the San Diego Zoo* will open in stages beginning January 2016, with the full exhibition opening taking place in March 2016 as part of the Zoo’s centennial celebration. In conjunction with this exhibition, *Of Animal Importance*, will present artwork by local contemporary artists as well as works from our collection, featuring 10 stunning Belle Baranceanu block prints made in the 1930s as part of the Depression-era WPA art program.

Throwing it Back on Thursdays Coronado Tent City

The San Diego History Center has developed a following with our happy hour events, and this year's Centennial Celebration has heightened that interest. In response, we're hosting Throwback Thursday (TBT) Happy Hours co-sponsored with *San Diego Magazine* – enjoyable gatherings offering delicious food and hosted bar beverages, mixed with education, live music, and games.

TBTs are an opportunity to engage with the History Center's exhibitions in an after-hours atmosphere. Guests can learn more about their community through the presentations that accompany each event, while having fun.

Join us for our next TBT on Thursday, August 13, with the theme of Tent City days in Coronado. Tent City, which operated from 1900 to 1939 adjacent to the Hotel Del Coronado, was a popular summer vacation resort for families from around the nation. Our guest lecturer will be Bruce Linder, the executive director of the Coronado Historical Society. Refreshments and amusements will be themed to this unique mid-summer experience. Tickets and information are available at sandieghistory.org.



GUESTS ENJOYED ACTIVITIES AND COCKTAILS
AT A RECENT TBT HAPPY HOUR.

BY MATTHEW SCHIFF, MARKETING DIRECTOR

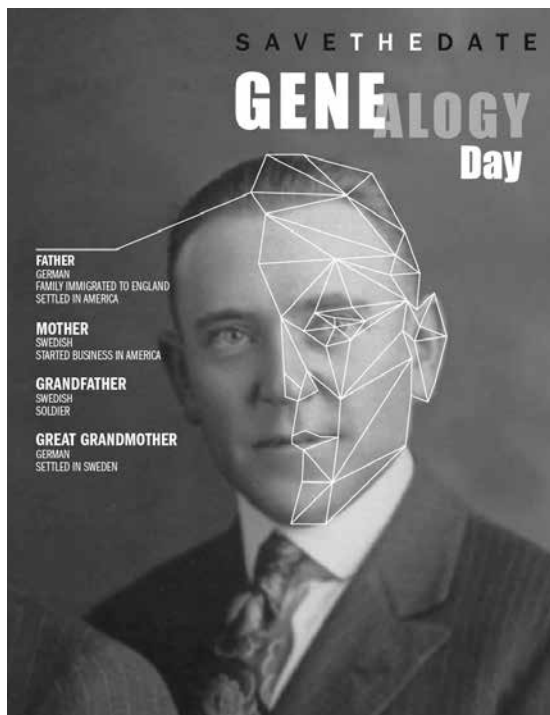
Research Your Roots at Genealogy Day

Unearthing your family's unique story is like solving a puzzle. Whether you have been researching your family's history for years or getting ready to start, we have a special program to guide your efforts.

The San Diego History Center and San Diego Genealogical Society are partnering to present the first-annual Genealogy Day on Saturday, October 10, 8:30am-12:30pm, at the History Center. Renowned genetic genealogist, CeCe Moore, from television's *Finding Your Roots and Genealogy Roadshow*, will kick off the event with a keynote on DNA: Stories from Finding Your Roots.

Participants will have the opportunity to attend breakout sessions for both beginning and advanced researchers. Session topics include Researching Your Family Tree – How to Get Started, Autosomal DNA – Discovering Your Ancestors in You featuring CeCe Moore, Social Media and Networking for Genealogists, and a panel on Local and Online Resources for Genealogy Research. The program will also include a continental breakfast and an exhibit hall full of genealogy experts.

This half-day event is only \$40 for members (SDHC or SDGS), \$50 for non-Members. Information and registration are available at www.sandieghistory.org/genealogy.



GENEALOGY DAY REGISTRATION NOW OPEN!

BY SARA MORRISON, MEMBERSHIP DIRECTOR



In Memoriam: Sally Thornton

Sally Bullard Thornton, a fourth-generation San Diegan and long-time supporter of the San Diego History Center, passed away on June 12, 2015. As a graduate in history from the University of San Diego, she held our community's history close to her heart. Her interest in history could be seen in her multifaceted participation in History Center activities. In the mid-1980s, Sally was a two-time winner of the Copley Award for Historical Publications for articles she wrote for the *Journal of San Diego History*. Her flair for fashion brought her closer to the History Center as a pioneer member of the Costume Council. In 2009, she shared fashions from her own closet at our benefit featuring outfits from San Diego's best-dressed women. Her legacy continues to endure as guests enjoy films and events in the Thornton Theater, gifted in 1984.

BY SARA MORRISON,
MEMBERSHIP
DIRECTOR

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PERIODICAL

SAN DIEGO HISTORY CENTER

SAN DIEGO
HISTORY
CENTER
NEWSLETTER

VOLUME 56
NUMBER 3
SUMMER 2015

Calendar

Ongoing

Balboa Park History Stroll includes a special complimentary screening of the film *Balboa Park: The Jewel of San Diego* at 12pm | \$
Thursdays at 11am and 1pm
Saturdays at 11am through Labor Day

Extended Summer Hours: Museum is open late with special performances, book signings, music, trivia, and more. Check the website listings for additional activities. | FM
Thursdays until 8pm through Labor Day

August

- 11** Centennial Lecture Series: Bruce Linder, *A World Divided/A City United*, 6-7:30pm | \$
- 13** Throwback Thursday Happy Hour co-sponsored with *San Diego Magazine*, 6-8pm | \$\$ (21+ only)

September

- 17** Signature Centennial Lecture: Charles Birnbaum, *Balboa Park & the Future of Urban Cultural Parks*, 6-7:30pm | \$\$
- 19** Seuss Celebrity Reading, Darlene Shiley, 2pm | (FM)
- 28** Father Serra Canonization Celebration, Serra Museum (tentative date)

October

- 10** Genealogy Day, co-sponsored with the San Diego Genealogical Society, 8:30am-12:30pm | \$\$
- 17** Archtoberfest Lecture
- 29** Annual Member Meeting, 6-7:30pm | (FM)*

Join our online communities!

sandiegohistory.org



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Commission for Arts and Culture
City of San Diego



Smithsonian Affiliate

\$ Programs cost \$1 – \$15 \$\$ Programs cost \$16 – \$50
\$\$\$ Programs cost above \$50 (K) Kid-Friendly Event
(FM) Free for Members * Invitation Only Event

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. 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. 111, or email rsvp@sandiegohistory.org.

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