

California History Action

2009 CCPH Awards Honor Excellence

By Donna L. Harris, CCPH Awards Chair

Three individuals garnered kudos for exceptional accomplishment in public history at this year's Awards Luncheon held at Stokes Restaurant in Monterey. Michael Magliari and Kent Seavey received the Award of Distinction, which recognizes an individual, organization, or agency for accomplishing long-term outstanding contributions, lifetime achievements, or dedication of career duties to promote history. The James C. Williams Award for Outstanding Service to CCPH was presented to Richard Orsi in appreciation for his enduring support and assistance.



Michael Magliari, Richard Orsi, Kent Seavey
(Photo: Meta Bunse)

In addition to his numerous academic honors and publications, Professor of History, Emeritus at CSU East Bay, **Dick Orsi** has been a member of CCPH since 1981. He has served on the Board of Directors since 1991, including stints on the Executive Committee. His longevity has been invaluable in providing organizational memory. Dick is always ready to advise and help out where needed. In 2000, he co-chaired the Annual Conference at Truckee/Northstar. A leading California historian, preeminent historian of the Southern Pacific Railroad, long-time editor of *California History*, and Editor-in-Chief of the California Historical Society's four-volume *California History Sesquicentennial Series*, Dick Orsi has brought intellectual prestige to CCPH. His award-winning *Sunset Limited: The Southern Pacific Railroad and the Development of the American West, 1850-1930* received widespread acclaim. Perhaps most uniquely, Dick's modesty, warmth and willingness to include history lovers of all stripes in the conversation has welcomed new members through the years, thereby enhancing their opinion of CCPH and whetting their desire to participate.

Kent Seavey, a longtime Monterey Peninsula resident, has devoted many years to preserving and interpreting the history and culture of Monterey County and the central California coast. He has authored two books in the Images of America series from Arcadia Publishing, *Pacific Grove*, in conjunction with The Heritage Society of Pacific Grove, and *Carmel: A History in Architecture*. These books lay open a charming "microcosm of California's architectural heritage" embraced by artists, academics, and writers and portray the appeal that has made the area a magnet for wildlife, tourists, and scientists. Kent is the former curator of the California Historical Society and former director of the Carmel Museum of Art. Currently, he is a historic-preservation consultant and teaches art and architectural history at Monterey Peninsula College. Kent also has deep roots in CCPH, having served as a Board member in the past, and as a roaming session tour leader for this year's conference. He is also a Patron Member of CCPH.

The influence of **Michael Magliari**, Professor of History at CSU Chico, has been felt from the classroom to the statehouse through his leadership in legislation, lobbying, planning, historic preservation and training of future public historians. Specializing in California and the American West, he has won awards for his works on labor, agriculture and California Native American history, notably, the examination of Indian convict leasing as unfree labor during the Gold Rush and Civil War. An early Chico-area settler was the subject of his *John Bidwell and California: The Life and Writings of a Pioneer, 1841-1900*,

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A newsletter for history advocacy published by the
California Council for the Promotion of History
Bridging the Past, Present, and Future

Conference Notes

(Award Recipients, cont'd)

co-authored with Michael J. Gillis.. He also collaborated and directed students in an archeological project to locate traces of historic Bidwell Ranch structures around which to create a new historic landscape plan and revised interpretive program. An advisor to many historical agencies, Mike served on the California History Plan Advisory Committee in guiding state policy on the protection and interpretation of historic sites and landmarks. In 1993, he founded, and continues to direct, the History Department's Certificate in Public History Program, in which he teaches its two core research courses: the Archival Research Seminar and Introduction to Public History. Mike is also a past member of the CCPH Board of Directors.

From Lifetime Achievements to Public History's Future

CCPH Student and New Professional Stipend Recipients

Adapted from Pam Conners, Vice President CCPH



Front row, L to R: Jill Dolan, Emily Conrado, Karen Clementi, Mallory Furnier and Susan Hall;
Back row: Garth Milam, Michael Eissinger, CCPH President Dick Miller, and Aisha Rashimi.
(Photo: Pam Conners)

To encourage development of future professionals in the fields of public history and historic preservation, the California Council for the Promotion of History offers competitive financial assistance to promising students of history and to new professionals to enable their participation in the annual conference. This year, as for several past conferences, this financial assistance is possible both by a grant through the California State Office of Historic Preservation and, of course, by you, CCPH's generous members. At this year's awards luncheon, CCPH presented eight Student and New Professional Stipends to the following recipients:

Karen Clementi is a graduate student in public history at CSU, Sacramento with a research focus on Japanese history in San Jose and Lodi.

Emily Conrado, CCPH's new Administrative Assistant and Board's Recording Secretary, is also a graduate student in public history at CSU, Sacramento.

Jill Dolan is a doctoral student in the joint program at UC Santa Barbara and CSU Sacramento with a long involvement in the promotion of history and a background in theatre studies.

Michael Eissinger recently received his MA in History from CSU, Fresno and teaches at several colleges in the Central Valley. His research has illuminated the history of several all-African-American townships in California's Central Valley.

Mallory Furnier is a graduate student in history at CSU, Northridge, and an active volunteer in southern California historic preservation and outreach programs.

Susan Hall is a doctoral student at UC Riverside, who specializes in examining the roles of built environment resources in heritage interpretation and historical memory.

Garth Milam is a graduate student in history at CSU, Bakersfield and head of the Emergency Planning Division of the Bakersfield Fire Department.

Aisha Rahimi is a graduate student in public history at CSU, Sacramento with a research focus on Afghan refugees in California. She looks forward to working with Page and Turnbull of San Francisco after completing her MA this semester.

CCPH hopes that attending the annual conference will inspire awardees in their new professions and that this CCPH conference will be one of many in their professional futures.

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Weekend in Monterey

A Variety of Speakers Enlivened and Enlightened CCPH's 2009 Conference



San Carlos Borromeo de Carmelo Mission. Site of Crespi Hall
(Photo: Pam Conners)

Our Monterey Conference began with a reception held under the painted roof trusses of spacious Crespi Hall on the grounds of Carmel Mission. The Wild Plum Café and Bakery provided an appealing array of make-your-own tacos while staff poured varietal wines. Our hostess and speaker was Dr. Julianne Burton-Carvajal, curator of the adjacent Munrás Family Heritage Museum.

Julianne, who is also incoming editor of the California Mission Studies Association's print publications, described the history of the Carmel Mission complex from its founding in 1771, including the five museums on site today. The restored stone church, architecturally significant because of its quatrefoil window and unusual catenary-arched ceiling, has a permanent display of Mission-era paintings and statuary as well as a rare collection of vestments. The Convento wing (mid-1930s) recreates the 8-room padres'

quarters. The attached Jo Mora Chapel (1924) features rotating art-and-history exhibitions curated by Julianne since 2006. The Harry Downie Museum (1923) opposite the Mora Chapel recapitulates the architectural history of the Mission complex. Finally, the two-room Munrás Family Heritage Museum (1961, refurbished in 2008-09) showcases four generations of keepsakes from a prominent family of Spanish, Mexican and Italian ancestry.

Julianne led two tours of the Munrás Museum while CCPH President Dick Miller worked tirelessly to make sure members enjoyed the convivial atmosphere in Crespi Hall.

A wide range of topics were covered in the following days' sessions, and those attending faced often difficult choices of which of the many interesting presentations to attend. If you wondered what was discussed in the sessions you missed, the brief summaries below may help.

Plenary Session - *The Far East is West from Monterey*

Our plenary session speaker, author and teacher Sandy Lydon, gave us a new perspective on Pacific Basin geography by inverting a map to show us how Asian navigators, helped by ocean currents, could have sailed to California without ever losing sight of land. Spain's annual Manila galleons followed a similar route. Our west coast was a frontier for Asians just as for Americans, and in the Gold-Rush era, sturdy Chinese junks made trans-Pacific voyages in to the Monterey peninsula. Some Chinese immigrants remained at the Monterey Peninsula, where they developed fisheries that exploited resources others disdained. Sandy's slides illustrated his descriptions of the communities the Chinese built and the fishing industry they created. These communities were unusual in including large numbers of women and children. Sandy also described the adaptations the Chinese made to the various ethnic communities they encountered, adaptations for which they acquired multi-lingual skills. Although these Chinese communities declined after American exclusion laws limited Chinese immigration in the 1880s, Japanese fishermen subsequently immigrated to the Monterey Bay region and imported their own deep sea diving technology to reach undersea abalone beds. The Chinese had dried their catch for export until federal law prohibited it, but the Japanese established a canning industry and worked cooperatively with Anglo businessmen. Sandy told us of his visits to fishing communities in Japan with historic links to



The audience enjoys Sandy Lydon's lively presentation at Colton Hall
(Photo: Pam Conners)

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Monterey and he showed us poignant photos and artifacts, including a rare maiwai ceremonial jacket decorated for entrepreneur Hyakutaro Ide's abalone company, documenting that Monterey is still an important part of those communities' collective memories. His visits moved some Japanese women free divers to cross the Pacific to visit the frontier locales that their ancestors once fished in Monterey. They said that Monterey's cold and empty waters contrasted vividly with their own.

Session 1 – *Hobos to Street People: Artists' Responses to Homelessness from the New Deal to the Present*

The California Historical Society's Director of Education and Public Programs Lisa Eriksen shared her experiences in hosting the current traveling exhibit, "Hobos to Street People: Artists' Responses to Homelessness from the New Deal to the Present." Public programs hosted in conjunction with the exhibition involved historians, homeless advocacy groups, and artists, and enabled CHS to make meaningful connections with the community. Exhibit curator Art Hazelwood shared his vision of the exhibit and showed us images that capture the issues raised by homelessness and poverty from the Depression to the present day. The California Exhibition Resources Alliance will tour the exhibit throughout California over the next two years, providing other museums the opportunity to make the connections between the past and the present through art.

Session 2 – *Archaeologies of Faith and Finance*

Archaeologist Rubén Mendoza's illustrated presentation addressed how he and CSU Monterey Bay students excavated and documented the architectural history of the Royal Presidio of Monterey, and how it is that the site's Chapel fit in with other Presidio structures for the period spanning 1770-1858. While most of the Presidio's buildings fell into ruin after 1835, the Chapel survived because of its value for religious services and civic-ceremonial functions. The existing Chapel, the last of three Presidio era chapels, was built in the period of 1791-94. It replaced earlier jacal or pole and thatch, and stone and adobe, versions. Mendoza contends that the chapels are the earliest such Christian houses of worship in California, and one of Spanish California's most significant architectural and historical treasures. Dr. Mendoza closed by urging a more balanced and nuanced account of the complex relationship between missionaries and Indians.

Paul Spitzzeri, CCPH Board Member, Treasurer, and Past President, presented an illustrated talk about the 1876 failure of the Temple and Workman Bank, putting it into the larger context of Los Angeles's changing economic patterns and the hard times following the nationwide Panic of 1873. Temple and Workman had successfully secured land titles and wealth during the rancho period despite flood and drought. But Temple's open-handed business practices were ill-suited to financing the expansion of a fast-growing city, and a desperate loan on hard terms from Lucky Baldwin pauperized him, and silent Workman, too. Paul is Collections Manager at the Workman and Temple Family Homestead in Industry, and his 2008 book on the Temple and Workman families recently won an Award of Merit from the American Association for State and Local History.

Session 4 - *How Will We Know It's Us Without Our Past?*

Douglas Dodd, who teaches history at CSU Bakersfield, examined the contributions to the built environment made by four New Deal agencies: the Public Works Administration (PWA), the Civilian Conservation Corps (CCC), the Civil Works Administration (CWA), and the Works Progress Administration (WPA) in Kern, Kings, and Tulare counties in the southern San Joaquin Valley. These programs aided the development of the region through new and useful public buildings and facilities, including post offices, county courthouses and office buildings, city halls, fire stations, schools, parks, and airports. Architecturally, the buildings constructed by the PWA emphasized such modern materials as reinforced concrete, and forward-looking styles, particularly Streamline

Moderne. The CCC, CWA, WPA work-relief programs on the other hand focused on keeping men at work and tended to create buildings that looked backward to historical construction methods and materials such as adobe bricks and stone masonry, and such historical architectural themes as Spanish Colonial Revival and National Park Rustic. With but a handful of exceptions, nearly all of these New Deal era buildings are still standing and used for their original purposes seventy to seventy-five years later.



Do you recognize any of these saucy Monterey whalers?

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Emily McEwen, who studies Public History at UC Riverside, examined the handicraft revival in Depression-era Los Angeles and its ties to the popular mythical conception of the Appalachian region of the United States. During the Depression's upheaval, Appalachians were idealized as living representations of a simpler bygone time in America's past whose handmade crafts epitomized Anglo ingenuity and creativity. Myths of the Appalachian people permeated the Los Angeles discourse, with the popularity of high-end Appalachian craft boutiques, frequent handicraft festivals at local department stores, WPA-sponsored craft programs, and weekly newspaper articles on how to earn money through selling handmade items. In Depression-era Los Angeles, the romantic vision of Appalachians and their handicrafts worked to reaffirm gender roles and Anglo racial hegemony in a time of economic upheaval and racial change.

Session 5 – *Urban Cultural Landscapes Boomed and Busted*

Marianne Babal, historian for Wells Fargo, presented archival and photographic resources of the Wells Fargo archives to illuminate the devastating effects of the 1906 San Francisco fire and earthquake and the rebuilding efforts afterward. The earthquake and fire of April 18-21, 1906 destroyed 28,000 buildings over 490 city blocks, and left 225,000 residents homeless – half the city's population. After the quake, clearing rubble and rebuilding the city on such a massive scale was almost an overwhelming task. Nonetheless rebuilding began almost immediately and continued for years in the post-quake building boom. A number of public debates, policy decisions, and political expediencies influenced both care of the displaced and the rebuilding of San Francisco. Proposals to transform San Francisco into a Beaux Arts Paris on the Pacific and banish the city's Chinatown population to isolated hinterlands failed while political chicanery and corruption trials consumed the city while it struggled to rebuild. Of larger consequence from a policy perspective were efforts by the city's business community and government to manage public perception of the disaster and minimize the damage caused by uncontrollable forces of geology while mitigating damage caused by fire. Meanwhile, scientists laid the groundwork for understanding seismic events which still influence policy decisions and city planning to the present day.

Polly S. Allen of JRP Historical Consulting led us through an illustrated history of architectural change along San Francisco's Van Ness Avenue. Formerly a high-class residential street, the avenue served as a firebreak after the 1906 earthquake. Rebuilt as an up-scale commercial row, it attracted architecturally significant auto dealerships. High land costs required that service bays, inventory storage and offices be arranged vertically and many of the showrooms created an elegant ambiance for displaying cars to potential customers, in contrast with today's utilitarian dealerships that sprawl over acreage on the edge of urban development. Most of the Van Ness dealerships have moved, but Polly showed us how some of the buildings have been adapted for other uses, often with drastic architectural transformations. Discussion ensued about what constitutes preservation, and what is worth preserving.



Polly Seddon Allen, JRP Historical Consulting. (Photo: Pam Connors)

Session 6 – *We Are What We Eat*

Cedar Phillips of the Pasadena Museum of History traced the development of the Bay area's highly organized World War II victory gardens. Military conscription of farm labor and rationing made victory gardens attractive as a secure source of supply, and nationally victory gardens yielded 40% of our fresh produce in 1943. They also produced such non-essential foods as artichokes which commercial farmers weren't allowed to grow. The gardens supposedly offered other benefits: people from every walk of life cooperated for the common good, which was thought to build community spirit, and working in the fresh air was thought to be invigorating and an antidote to juvenile delinquency. Children and youths had the combination of free time and energy that made them good volunteers, and tended gardens at many schools. In San Francisco volunteers for communally cultivated areas of Golden Gate Park exceeded demand and there were more than 70,000 individual gardens city-wide. A change in city ordinances allowed people to raise rabbits and chickens too. Towards the end of the war popular enthusiasm for the hard work of farming waned, the movement lost momentum. Nowadays communal gardens are attractive to people who have life-style concerns, though probably they would reject the wartime use of pesticides.

Tim Thomas of the Monterey Maritime Museum, who led our walking tour of Cannery Row and the Waterfront, gave an illustrated talk outlining the successive periods of Monterey Bay's fishing industry beginning with the

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Portola Sardines sign at the Monterey Bay Aquarium (Photo: Pam Connors)

Rumsien, who traded their rich catch with other Native Americans. In the Gold Rush period the Chinese used bars to pry up abalone in shallow water and fished from their sampans. Experienced Japanese divers came in the 1890s after agriculturist Otosaburo Noda and marine biologist Gennosuke Kodani saw the potential of Monterey Bay abalone, which was canned locally from 1900. Salmon fishing was important from about 1895 to 1915, and Frank Booth began Monterey's commercial salmon canning industry in 1906. Booth soon experimented with canning sardines, and invited Sicilian fishermen to replace the Japanese, who had become politically unpopular. World War cut off European sardine supplies, boosting the local industry, and soon 400 Sicilian fishermen kept nine full-time canneries busy. When sardines were unavailable, the Sicilians fished for squid. Tim finished with the story of German-born "Pop" Ernest Doelter, whose restaurant at the foot of the

wharf popularized red abalone steaks, which Pop had learned how to tenderize. Today the once-common shellfish is a rare delicacy, raised in tanks.

Session 7 – Where Labor Camps Were Filled With Worried Men With Broken Dreams

Michael Eissinger, who teaches at West Hills Community College and Fresno City College, described for us how southern cotton culture was transplanted to California's Central Valley in the nineteenth and twentieth centuries. By the 1880s, white farmers, with roots directly in the Cotton Culture of the American South, owned many of the large agricultural concerns of Central California. San Joaquin Valley agricultural labor contractors recruited and relocated large numbers of African Americans from the fields and farms of the South to provide a steady agricultural workforce. Originally, seen as less foreign than Chinese agricultural labor, blacks were considered more suitable for this type of employment. Waves of African Americans came to Central California in boxcars, old buses, and flatbed trucks to escape the economic and social repression of the South. In later decades, African Americans competed with migrant Hispanic field labor for low paying seasonal employment in the cotton fields of the San Joaquin Valley. This practice continued until shortly after the introduction of mechanical cotton-picking machines and the widespread adoption of defoliant in the 1960s.

Karen Clementi of JRP Historical Consulting told us about the last and one of the most notable California emigrations of the first half of the 20th century, which occurred between 1930 and 1940, peaking in 1935. This wave of emigrants came from the great dust bowl of the mid-west, but were generically called Okies. Faced with economic privation and social dislocation, they struggled to maintain their dignity and preserve their culture, their belief system, and their values after arriving in California. Today we see that they succeeded: their culture, exemplified by their religious practices as well as their signature Country/Western music has survived and proliferated in and around the San Joaquin Valley. The emigrants' success in remaining together as a coherent group through the most difficult times was facilitated by the Farm Security Administration (FSA) Camps which gave them the opportunity to remain together as a functioning group without losing their sense of self, of who they were and where they were from.

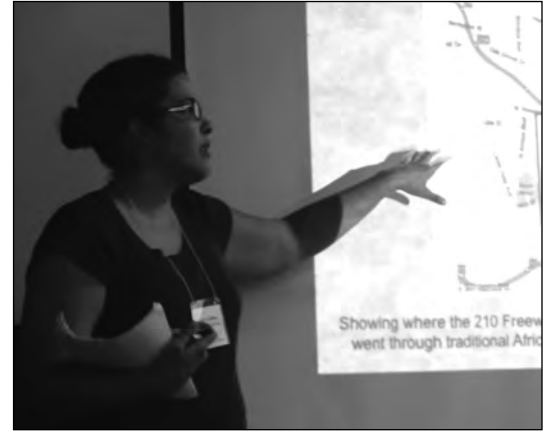
Session 8 – Communities of Memory

Karen Clementi of JRP Historical Consulting traced the history of Lodi's Japanese-American community and the Buddhist church on which it centered. Karen began with chronologies orienting us to the Japanese experience in California. There was a Buddhist church in Stockton from 1906, but Lodi's smaller Japanese community could not establish one until 1929, housed in what had been a lumber mill. The church also functioned as a community center where Japanese culture was passed to the Nisei generation and where Issei immigrants could learn English. After Pearl Harbor many Japanese throughout California worried that keeping Japanese artifacts or visiting the church would lead to their arrest. When the Lodi Japanese were interned a sympathetic Anglo mayor preserved their church, and after the war returning internees found temporary housing in its basement. Its strong reputation drew other non-Lodi Japanese too. In the early 1990s community-spirited Japanese Americans remodeled their church for the second time. They roofed the new church with imported tiles from Japan, specifically for the Buddhist Temples. For a small fee each church member could purchase a tile and put their family's name on it, which Karen documented with a poignant slide showing the donors' signatures. Today fourth generation Japanese-Americans are leaving Lodi for economic opportunities elsewhere, and the congregation is ageing and declining.

Jamie Green, who studies public history at UC Riverside, traced the experiences of Pasadena's African-Americans, drawing on oral histories, memoirs, government documents and an African-American newspaper, The California

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Eagle. About 250 African-Americans lived in Pasadena by 1920, along with small communities of Armenians, Chinese, and Japanese. The African-Americans came in search of economic opportunity and greater freedom; they found work in domestic service and agriculture, and operated small businesses, but their professionals found it hard to get Pasadena licenses. Despite comparatively low incomes many of these African American's owned their homes in well-kept neighborhoods, segregated by custom and restrictive covenants rather than by law. During the Depression unemployment among Pasadena's African Americans reached 45%, but wartime factory work offered improved employment opportunities, and Pasadena's African-American population grew exponentially. After the war they gained access to municipal jobs as well as light manufacturing work, and Pasadena City College provided them with easy access to higher education. Then beginning in 1961 urban renewal projects and freeway construction dislocated what had been stable African-American neighborhoods. "Freeway construction follows the line of least resistance," Jamie told us. The city helped displaced residents relocate, but replacement housing projects did not become stable neighborhoods.



Jamie Green, UC Riverside (Photo: Pam Conners)

Session 9 – The Military Presence on the Monterey Peninsula, 1770-2009

Carol McKibben, who teaches history at Stanford, is director of the Seaside history project and author of a new book about Seaside in Arcadia's Images of America series, and has another in press. She says that she finds the history of Seaside fascinating. She has relied on photographs and oral accounts to provide a living history fill in gaps in the written record. She found stories of labor, civil rights, military life, desegregation, and Fort Ord's closure, and photos of racially mixed groups of children in the 1920s. Seaside's population was overwhelmingly military, Carol notes, and when President Harry Truman integrated the armed forces by executive order in 1948 minority soldiers and their families struggled effectively to achieve the same equality they achieved on base. She thinks that sharing a military life helped them understand how to live together successfully in mixed neighborhoods. Carol notes too that desegregation and changes in job access came because citizens got involved, ran for office, and did things for themselves. Jim Conway, Colton Hall and Presidio of Monterey Museum.

Cameron Binkley, of the Defense Language Institute's Foreign Language Center, used an array of fascinating maps to explain the history of Monterey's two Presidios, Spanish and, later, American. These two presidios are separated by period, location, and nationality but they served similar political and military functions in furthering the territorial expansion of both nations. Both arose from combinations of geographical, technological, military and political considerations, and changes in military policy shaped their roles as instruments for projecting power. Cameron analyzed the cycles of demographic, architectural, technological, and spatial changes in these presidios from the early Spanish Period to modern times as instruments of a single continuing historical theme, namely western expansion.

Regrettably we didn't have summaries available for all the speakers, but they contributed to the success of the conference too. We extend our thanks also to Jim Conway, of Colton Hall and the Presidio Museum, who spoke about the impact of the military presence on the City of Monterey; and to Stephen Payne of Defense Language Institute Foreign Language Center, who spoke about the integration of basic training at Fort Ord.

Session 10 - Imagineering the Past

Susan Hall, who is a graduate student in public history at UC Riverside, told us how San Juan Capistrano's evolution from a mission community to an agricultural community to a suburb is reflected in its changing architecture. The ruined mission church and the restored chapel and quadrangle give the town an unrivaled Spanish-era architectural focal point and embody its history. Happily Orange County's suburban sameness has not overwhelmed this historic core. Instead the town has responded positively to heritage tourism and promoted an image of escape from suburban sameness by the creative use of Spanish colonial architectural styles, as seen in the arched façade of a Starbucks across the street from the mission. By transforming its use of the built environment San Juan Capistrano managed to avoid a decline and instead maintained its Spanish fantasy character.

Sarah McCormick, who studies public history at UC Riverside, gave us an engaging illustrated tour of Indio's famous Date Festival. The Festival began as an occasional event to promote the date crop, and evolved into an annual spectacular with Arabian and Biblical themes evoking the date palm's exotic origins. The Festival included costumed parades, plays, the election of a "harem" of beautiful women, all focused of course on dates, including locally famous date shakes. Subsequently the Festival has declined: media attention to the Festival faded after its

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mid-century high point, women employed outside the home had less time to create elaborate costumes, the women's movement rejected images of scantily clad harem girls fawning over polygamous sheiks, Indio's growing population felt little connection the date industry, and international tensions changed our perceptions of the Middle East. The date industry itself has changed, too: as Indio has grown many date groves have been bodily relocated, preserving the late-maturing trees. Sarah enlivened her talk with intimate anecdotes about Indio, where her family have long made their home.

Banquet Speaker - *Thirty-five Dollars and a Dream: California's Past and Present*

George Lipsitz's 2009 CCPH conference banquet address was an inspired riff on the tunes, times and lives of two California musical superstars, Rose Maddox (1925-1998), the acknowledged grandmother of rockabilly, and Johnny Otis (1921 -), the acknowledged godfather of rhythm and blues.

The banquet speaker, a Professor of Black Studies at UC Santa Barbara, used these iconic figures to explore the cultural dimensions of the conference theme, "If You Ain't Got the Do-Re-Mi: Booms and Busts in California History." He drew on Maddox's 1994 Grammy-nominated autobiographical song, "Thirty-Five Dollars and A Dream," recounting her family's Depression-era trek from Alabama to the San Joaquin Valley and her subsequent career as the most influential women country singer in the nation; and on the extraordinary career of Johnny Otis, a Bay-area Greek-American who for most of his career as as R&B musician, impresario, political strategist, radio host, artist and author, has played and lived Black.

Both Maddox and Otis moved easily through California's porous walls of race, class, and gender, drawing energy from cultures other than their own to create uniquely American musical forms that spoke about, and to, the frustrations and dreams of everyday working people. In doing so, argued Lipsitz, they illustrated how creativity and persistence can turn the experiences of privation and exclusion into assertions of personal worth and cultural pride.

[Ed. For further reading see Jonny Whiteside, *Ramblin' Rose: The Life and Career of Rose Maddox* (Nashville, 1997); Johnny Otis & George Lipsitz, *Upside Your Head: Rhythm & Blues on Central Avenue* (Hanover, 1993); Johnny Otis and George Lipsitz, *Listen to the Lambs* (Minneapolis, 2009).

Archives

David S. Ferriero Confirmed as 10th Archivist of the United States

Adapted from the National Archives

The United States Senate voted to confirm David S. Ferriero as the 10th Archivist of the United States. Ferriero, Andrew W. Mellon Director of the New York Public Libraries (NYPL), is undeniably a leader in the field of library science. Nominated by President Obama on July 28, 2009, he will succeed Professor Allen Weinstein who resigned as Archivist in December 2008.

Before joining the NYPL in 2004, Ferriero served in top positions at two of the nation's major academic libraries, the Massachusetts Institute of Technology in Cambridge, MA, and Duke University in Durham, NC. As director of NYPL, Ferriero was part of the leadership team responsible for integrating the four research libraries and 87 branch libraries into one seamless service for users, creating the largest public library system in the US and one of the largest research libraries in the world.

New Founding Fathers Documents Online

Adapted from the National Coalition for History

The National Historical Publications and Records Commission (NHPRC), in partnership with Documents Compass at the Virginia Foundation for the Humanities, announced 5,000 previously unpublished documents from the nation's founders are now available online through Rotunda, the digital imprint of The University of Virginia Press: <http://rotunda.upress.virginia.edu:8080/founders/FOEA.html>. The ROTUNDA Founders Early Access project makes available for the first time letters and other papers penned by important figures such as James Madison, John Adams, and Thomas Jefferson. The Founders Early Access portion of the site allows users to read, search, and browse the newly transcribed documents, and is available at no cost to users.

As Archivist of the US, Ferriero will oversee the National Archives and Records Administration. The National Archives safeguards and preserves the records of the U.S. Government, ensuring that the people can discover, use, and learn from this documentary heritage. The National Archives ensures continuing access to records that document the rights of American citizens, the actions of federal officials, and the national experience. Its 44 facilities include the National Archives Building in Washington, DC, the National Archives at College Park, 13 Presidential libraries, and 14 regional archives nationwide. The National Archives also publishes the Federal Register, administers the Information Security Oversight Office, the Office of Government Information Services, and makes grants of historical documentation through the National Historical Publications and Records Commission.

Historically Black Colleges and Universities Receive \$15 Million

Adapted from the National Park Service

On September 18, 2009, Secretary of the Interior Ken Salazar announced 20 Historically Black Colleges and Universities (HBCUs) as beneficiaries of historic preservation grants aimed at providing assistance in the repair of historic buildings on their campuses. President Barack Obama signed the American Recovery and Reinvestment Act to jump-start the US economy, create or save millions of jobs, and put a down payment on addressing long-neglected challenges so the US could thrive. Included in the Act was \$15 million to be competitively awarded to HBCUs for the preservation of campus buildings listed in the National Register of Historic Places.

Civil War Sesquicentennial Commission Bill Introduced

Adapted from the National Coalition for History

Senators Mary Landrieu (D-LA) and Jim Webb (D-VA) introduced the "Civil War Sesquicentennial Commission Act of 2009" (S. 1838) to establish a Commission to commemorate the 150th anniversary of the Civil War from 2011-15. The legislation authorizes \$3.5 million in funding for the National Endowment for the Humanities (NEH) to award grants for activities relating to the sesquicentennial. Consisting of 25 members from government, business and academia, the commission will develop and carry out programs to ensure suitable national observances of the anniversary. The private members will include 5 individuals from the corporate community, 6 historians, 1 individual with expertise in art history or historic preservation, 1 individual with expertise in anthropology, cultural geography or sociology, and a final representative with expertise in political science, law, or economics. Among its duties, the commission is tasked with encouraging interdisciplinary examination of the Civil War, coordinating and facilitating the public distribution of scholarly research publications and interpretations of the Civil War, and providing technical assistance to States, localities, and non-profits to assist in their commemorations. In awarding grants, the NEH is directed to consider established university, museum, or academic programs with national scope that sponsor multidisciplinary projects, including those that concentrate on African Americans in the Civil War.

Smithsonian Offers Buyouts to 6,000 Workers

Adapted From California Association Of Museums' Enews

The Smithsonian Institution is offering all of its employees a voluntary buyout plan to reduce its workforce, meet its tightened budget goals, and restructure the organization to match the principles of its new strategic plan. The buyout offer was announced in an e-mail to the Smithsonian's 6,000 workers. About 4,000 of the Smithsonian's employees are federal workers while the rest are trust fund employees. When the Smithsonian last proposed a buyout in 2003, approximately 240 employees accepted the offer. In the new action, the buyout amounts will vary but in will not exceed \$25,000. "The highest priorities in refilling positions will be given to scientific, scholarly, and curatorial positions aligned with the strategic plan, those necessary given legal and audit requirements, and those that bear on the demonstrated safety of visitors, staff and volunteers," said Alison McNally, the undersecretary for finance and administration.

Perfect Storm Tools Available

Adapted from the Society for California Archaeology

New Perfect Storm tools are now available. As stimulus funds begin making their way into states and local communities, the Center for State and Local Policy and Statewide and Local Partnerships of the National Trust for Historic Preservation are continuing to develop tools to help. The Society for California Archaeology is in partnership with the National Conference of State Historic Preservation Officers, the Advisory Council on Historic Preservation, the National Park Service and others. Following a series of Perfect Storm calls with more than 200 participants from 46 states, they have expanded and developed new resources to help as states and communities work to make a strong case for historic preservation as a stimulus activity. The stimulus presents an unprecedented opportunity for funding "preservation-ready" projects that will generate jobs and build the economy. Check out the Perfect Storm web page at <http://www.preservationnation.org/resources/public-policy/perfect-storm>.

Museums and Tourism

Work Begins On Museum Of The American Latino

Adapted from the California Association of Museums Enews

A committee of political, business, and cultural leaders officially began its work to establish a museum that honors American Latinos. Six years ago, Congress launched the effort to create the Museum of the American Latino. Now the committee that will make the museum happen is in place. Its job is to figure out where it should be built and how much it will cost. Desperate Housewives star Eva Longoria is the best known committee member, saying, "We will work diligently to explore the possibility of creating a national museum that will recognize the rich history of Latinos in our country." Cost estimates for the Museum of the American Latino range up to half a billion dollars. As for when it will actually open, no is exactly sure as the National Museum of the American Indian was created by Congress in 1989 and did not open until 15 years later.

New Study Reveals Popularity of US Cultural and Heritage Travel

Adapted from the National Trust for Historic Preservation

A recent research study reveals that 78% of all US leisure travelers (about 118.3 million) participate in cultural or heritage activities. Travelers spend around \$994 per trip and pump \$192 billion annually into the US economy. "We discovered that an impressive number of US travelers seek out cultural and heritage experiences," said Helen Marano, director, Office of Travel and Tourism Industries, US Department of Commerce. "With 78% of all domestic leisure travelers participating in cultural and heritage activities, their expenditures confirm that this is a strong market, and they are contributing significantly to our communities during these challenging economic times."

Cultural and heritage travelers as a whole are more frequent travelers than non-cultural or heritage travelers. They are also more frequent business travelers and are more likely to have taken an international trip in the past 12 months. More than half of cultural/heritage travelers agree that they prefer their leisure travel to be educational and nearly half said they spend more money on cultural and heritage activities. The study found that cultural and heritage travelers are more likely to participate in culinary activities, such as sampling artisan food and wines, attending food and wine festivals, visiting farmers' markets, shopping for gourmet foods, and enjoying unique dining experiences as well as fine dining. Other cultural and heritage activities identified by travelers include visiting historic sites (66%); attending historical re-enactments (64%); visiting art museums/galleries (54%); attending an art/craft fair or festival (45%); attending a professional dance performance (44%); visiting state/national parks (41%); shopping in museum stores (32%); and exploring urban neighborhoods (30%). The vast majority of these travelers (65%) say that they seek travel experiences where the "destination, its buildings and surroundings have retained their historic character."

The study was conducted by Mandala Research for the US Cultural & Heritage Tourism Marketing Council, in conjunction with the US Department of Commerce.

Escalating Pension Costs Hurting Nonprofits

Adapted from the American Association of Museums

Most nonprofit organizations offering retirement benefits to their workers report that these plans are under stress, according to survey results released today by the Johns Hopkins Listening Post Project. Nonprofits offering "defined benefit plans" (plans with a guaranteed benefit) have been particularly hard hit, with 76% reporting that their plans are currently under stress and 43% reporting severe or very severe stress. Even those offering "defined contribution plans" (plans with investments controlled by the employee and no guaranteed benefit) have been affected, however, with 58 % reporting that their plans are under stress. As a result, organizations have been forced to reduce retirement benefits, scale back employer matches, end future benefit accruals, and deny pension coverage to new employees, or as a last resort, divert resources from program operations. Many smaller organizations have been prevented from offering pension benefits at all.

"Nonprofit organizations employ the fourth largest workforce of any industry in our country," noted Peter Goldberg, president and CEO of the Alliance for Children and Families and chair of the Listening Post Project Steering Committee. "We have to make sure that these workers have the protections they need to continue to make the enormous contributions they provide to our communities."

The 412 nonprofit organizations responding to the Listening Post survey included children and family service agencies, elderly housing and service organizations, community and economic development organizations, museums, theaters, and orchestras. The full report "Escalating Pension Benefit Costs—Another Threat to Nonprofit Survival?" is available online at <http://ccss.jhu.edu>.

Guardians of World Treasures Sign Salzburg Declaration on the Conservation and Preservation of Cultural Heritage

Adapted from the Institute of Museum and Library Services

Cultural heritage leaders from 32 countries, including representatives of Africa, the Middle East, South America, and Asia, unanimously passed the Salzburg Declaration on the Conservation and Preservation of Cultural Heritage. The declaration was the culmination of "Connecting to the World's Collections: Making the Case for Conservation and Preservation of our Cultural Heritage," the Salzburg Global Seminar (SGS) held Oct. 28 – Nov. 1, 2009 under the auspices of the US federal Institute of Museum and Library Services (IMLS). The declaration will be widely distributed to cultural ministries and other policymaking entities.

The seminar built on the findings of "Connecting to Collections: A Call to Action," IMLS's multi-year initiative on collections care, putting them into a global context. It combined presentations by leading experts in conservation and preservation throughout the world with small working groups tasked with making practical recommendations for future action on specific topics. Those guiding topics included emergency preparedness, education and training, public awareness, new preservation approaches, and assessment and planning. One evening was devoted to a fireside chat on "conservation in the developing world," with a panel of participants representing Benin, Iraq, Mexico, Singapore, and Trinidad and Tobago.

You can download the report at <http://www.ims.gov/news/2009/112009b.shtm>.

National Trust for Historic Preservation Now Accepting Nominations for 2010 America's 11 Most Endangered Historic Places List

Adapted from the National Trust for Historic Preservation

The National Trust for Historic Preservation is accepting nominations for its 2010 America's Most Endangered Historic Places® list. This annual list highlights important examples of the nation's architectural, cultural, and natural heritage that are at risk for destruction or irreparable damage. Nominations are due on Friday, January 8, 2010. The 2010 list will be announced on Wednesday, May 19, 2010. "Every year, the National Trust issues its America's 11 Most Endangered Historic Places list as an alarm bell, a call to all Americans to realize that some of our most important treasures are in trouble," said Richard Moe, president of the National Trust for Historic Preservation. "Unless all of us are aware of the importance of our heritage and take action to preserve it, America's past won't have a future. That's the real message of the 11 Most Endangered list."

America's 11 Most Endangered Historic Places has identified more than 200 threatened one-of-a-kind historic treasures since 1988. Whether these sites are urban districts or rural landscapes, Native American landmarks or sports arenas, entire communities or single buildings, the list spotlights historic places across America threatened by neglect, insufficient funds, inappropriate development, or insensitive public policy. The designation has been a powerful tool for raising awareness and rallying resources to save endangered sites from every region of the country. To ensure that the sites most threatened are selected each year, the National Trust for Historic Preservation uses three primary criteria to determine the 11 places: significance, urgency, and solutions. The places on the list need not be famous. They must be significant within their own cultural context, illustrate important issues in preservation, and have a need for immediate action to stop or reverse serious threats. For additional information, e-mail 11Most@nthp.org or call 202.588.6141. To learn more about the program and to submit a nomination, visit:

www.PreservationNation.org/11Most.



California's State Parks, including Monterey State Historic Park, were listed in 2008 as one of America's 11 Most Endangered Historic Places (Photo: Pam Conners).

Upcoming Conferences and Workshops

The **California Association of Museums** conference will be in San Jose, CA from **Mar. 4-5, 2010**. The conference will explore how current computing technology is changing the way museums are fulfilling their missions in galleries, the workplace, classrooms, and the virtual world. For more information, see, <http://calmuseums.org>.

A joint meeting of the **National Council on Public History** and American Society for Environmental History, with a theme of "Currents of Change," will be from **Mar.10-14, 2010** at the Hilton Portland & Executive Tower in Portland, Oregon. For more, see, <http://www.ncph.org>.

Society for California Archaeology 2010 Annual Meeting will be from **Mar. 17-20, 2010** at the Riverside Convention Center with accommodations at the historic Mission Inn in Riverside and the Riverside Marriott. For more, see, <http://www.scahome.org>.

The **National Council for History Education** conference, "Crossroads of Peoples and Places Over Time," will be held in San Diego, CA from **Mar. 25-27, 2010**. For more, see, <http://www.nche.net>.

The 2010 **Organization of American Historians Annual Meeting** will be held at the Hilton Washington from **Apr. 7-10, 2010**. For more, see, <http://meetings.oah.org>.

The 2010 **Southwest Oral History Association** Conference will be **Apr. 9-11, 2010** in Boulder City, Nevada. For more, see, <http://www.southwestoralhistory.org>.

The **National Association of Interpretation International Conference** will be in Townsville, Queensland, Australia from **Apr. 13-17, 2010**. The focus will be on how changing climates are affecting heritage resources all over the world. For more, see, <http://www.interpnet.com/ic>.

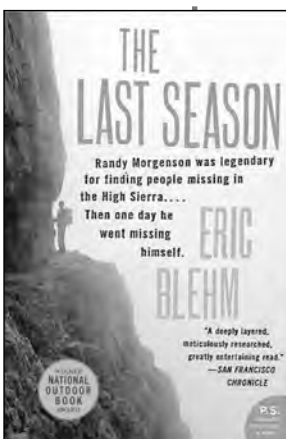
The **Western Roundup 2010 Inter-regional Meeting**, the second joint meeting of the Northwest Archivists, the Society of California Archivists, the Society of Rocky Mountain Archivists, and the Conference of Inter-Mountain Archivists, will be held at the Renaissance Seattle Hotel in Seattle from **Apr. 28 to May 1, 2010**. For more, see, <http://www.calarchivists.org>.

The 2010 **California Preservation Conference**, "The Sierra Nevada – Preserving a Sense of Place" will be from May 12-15, 2010. For more, see, www.californiapreservation.org.

The **Western Association of Women Historians** conference will be **May 20-23, 2010**, at the University of Puget Sound in Tacoma, Washington. For more, see, <http://www.wawh.org>.

American Association of Museums Annual Meeting will be from **May 23-26, 2010** in Los Angeles. This year's theme, Museums Without Borders, will explore the connections between cultures from around the world and in our own backyards. For more, see, <http://www.aam-us.org>.

Book Reviews



The Last Season

by Eric Blehm

New York, NY: Harper Perennial, 2007. xii + 330 pages; map, illus.; paper, \$14.99.

Randy Morgenson was a National Park Service Ranger who went on patrol one day in the Kings Canyon National Park backcountry in the western Sierra Nevada and simply disappeared. His disappearance initiated the largest manhunt in Kings Canyon NP history, without success. It was a mystery that bothered his wife, friends and colleagues for years. Did Randy wander out of the mountains and start a new life? Did some tragic accident befall him, rendering the veteran wilderness traveler unable to contact his rescuers? The author recounts the personal life and professional accomplishments of this dedicated and skilled NPS employee in detail, and conveys the frustrations of several of the Search and Rescue personnel whose efforts to find their friend and colleague proved futile.

The Sierra Nevada is a vast, beautiful, rugged mountain range that its visitors need to approach with respect and reverence. This book compellingly portrays one of the range's mysteries as well as conveying its beauty, and dramatically shows us the risks and rewards that travelers experience in this rugged range of light and dark.

Robert Pavlik is the author of *Norman Clyde: Legendary Mountaineer of California's Sierra Nevada* (Heyday Books, 2008).

The Battle Over Hetch Hetchy: America's Most Controversial Dam and the Birth of Modern Environmentalism

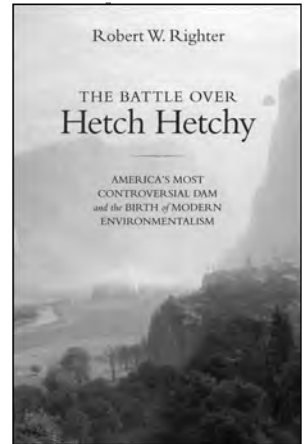
By Robert W. Righter
New York, NY: Oxford University Press, 2005. xxi + 303 pp.; illus., notes, index; \$25 paper.

Hetch Hetchy is a deep, steep sided valley in the central Sierra Nevada that rivals Yosemite Valley in size and grandeur. It is a glacially-carved canyon that the Tuolumne River enters at its eastern end after tumbling through the Muir Gorge and the Grand Canyon of the Tuolumne. In the Hetch Hetchy Valley the Tuolumne River's melted snow waters pool behind the massive O'Shaughnessy Dam, forming a reservoir closed to boating and swimming. Only a few people cast their fishing lines into the clear, cold water. The dam can be traversed on foot, and gives hikers access a vast trail system north of the reservoir into Yosemite's backcountry. There is no campground here, and it's not an inviting place for a picnic. Visitors are few even in mid-summer when thousands of people throng to Yosemite Valley and other parts of the park.

Despite its placid appearance, this valley is the epicenter of the environmental movement that started almost a century ago and continues to this day, and it energized the Sierra Club so that it became more than just an outings organization for middle-class Bay Area residents. Righter tells thoroughly the complex story of how San Francisco's leaders sought to find water and power for their city and the ensuing fight for Hetch Hetchy. Righter provides a lot of information here about the struggle over public versus private ownership of utilities, especially electric power. Readers will be familiar with many of the players; including environmentalist John Muir and San Francisco Mayor James Phelan. Others who played an important role in the fight for Hetch Hetchy but who are now largely forgotten include renowned poet Harriet Monroe, founder of *Poetry* magazine.

The battle over Hetch Hetchy continues to this day. In the last twenty years there have been calls for tearing down the gravity-arch dam and restoring the valley to its former flower-filled glory. The dam also inspires fierce debate over other dam projects, both those in place and those yet to be built. Righter's book will become an important source of information, not only about Hetch Hetchy but about dam projects present and proposed, for years to come.

Robert Pavlik is the author of *Norman Clyde: Legendary Mountaineer of California's Sierra Nevada* (Heyday Books, 2008).



Land of Sunshine: An Environmental History of Metropolitan Los Angeles

Edited by William Deverell and Greg Hise
Pittsburgh, PA: University of Pittsburgh Press, 2005; 296 pp.; photographs, maps, notes, index; \$34.95 cloth.

Natural Los Angeles seems like an oxymoron. This volume of essays sets out to correct that misunderstanding. The editors have compiled a series of essays that detail the history of the Los Angeles basin, covering its geology, native vegetation, the Los Angeles River, and land use planning, among others. Fortunately for the casual reader, the editors have organized the book into three sections: Analysis of Place, Land Use and Governance, and Nature and Culture. The cogent, analytical introductions to each of these subjects help to bind the pieces together.

Los Angeles is a complex place. It is home to millions of residents, and its iconic locales such as Hollywood, Beverly Hills, Santa Monica, and Malibu are known around the world. It is also a place that contains large wild areas that are subject to spectacular fires, such as the recent Station Fire in the Angeles National Forest, one of the largest in California history. In the wake of that fire, I recommend John McPhee's chapter, "Los Angeles against the Mountains." For El Niño years I recommend Jared Orsi's "Flood Control Engineering in the Urban Ecosystem". In light of Governor Schwarzenegger's recent proposal to open the Santa Barbara Channel to offshore oil drilling I suggest Paul Sabin's "Beaches Versus Oil in Greater Los Angeles." And for residents and visitors alike I recommend Jennifer Price's "Thirteen Ways of Seeing Nature in LA." Co-editors William Deverell and Greg Hise have previously worked together to create *Eden by Design: The 1930 Olmsted-Bartholomew Plan for the Los Angeles Region* (University of California Press, 2000), a book that makes me want to weep at the lost opportunities for parks, beaches, playgrounds, and open space in the sprawling metropolis. They obviously care a great deal about these subjects; they are to be commended for continuing to bring these and other critical environmental issues to light for interested readers.

Robert Pavlik is the author of *Norman Clyde: Legendary Mountaineer of California's Sierra Nevada* (Heyday Books, 2008).



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California History Action Editorial Information

California History Action is the official publication of the California Council for the Promotion of History. Its purpose is to disseminate news to the membership. The organization's numerous committee chairs provide much of the information herein. It is the responsibility of the general membership to provide input to the newsletter. This sharing of information is critical to the well-being of the organization. Issues will be produced quarterly, with submission deadlines at the first of the month of February, May, August, and November. Material must be received prior to the deadline to be printed in the current issue and should be submitted directly to the editor at the address below.

It is preferred that articles and other material be submitted electronically by email (either in the text of the message or as an attachment). However, typewritten printed material is also accepted via fax or mail.

Views expressed herein are solely those of their authors. Their publication does not constitute an endorsement by CCPH.

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A Message to Readers:

If you enjoy reading this newsletter and feel like it provides you with useful information, then why not consider helping out with its production? We're always looking for people who can research and write stories. Sometimes they're short and may just take a few minutes, and others may require a little more research. But you're sure to learn something, and keep your writing skills well honed. We receive lots of good ideas for stories, we just need someone to help with writing them. If you're interested, send us an email at californiahistoryaction@hotmail.com.

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All members receive issues of *California History Action*, the CCPH newsletter for history advocacy, notices of CCPH conferences and workshops, and other CCPH publications. Corporate and Institutional members also receive membership rates for two individuals at conferences and other events.

Annual dues are due January 1; those received from new members after August 1 will be credited to the next year.

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Do you want to be a CCPH Organizational Liaison?

Organizational liaisons are CCPH members who are also connected with regional, state, and national heritage organizations. They supply important information to the CCPH membership and provide an appropriate contact should the need arise. See our current list on Page 14.

Are you a member of a heritage association that you would like to represent as a CCPH liaison? Contact us at ccph@csus.edu or 916-273-0317.

Are you already listed as a CCPH Liaison? Please confirm that we have your correct contact information listed on Page 14.

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