

CARMEL VALLEY HISTORICAL SOCIETY NEWSLETTER

January 2011

BIRDIES FOR CHARITY DONATIONS ADDING UP

BUILDING NEWS

In our November Newsletter, we introduced you to the Birdies For Charity program we have been privileged to join. It is a wonderful chance for all donations to the Society to grow by 15% in less than two months! We are looking forward to finishing the interior of the History Center, and all funds realized make our grand opening sooner.

So far we have received over \$5,500 in contributions to the Birdies for Charity Program. This is how the program works.

If you want to make a donation of, say, \$100 to the Society, the check *must be* written to the Monterey Peninsula Foundation, which sponsors the AT&T National Pro-Am Golf tournament February 10-13, 2011, and designated for the Society. When the tournament is finished, that \$100 will return \$115 to us! Where else can your donation grow by 15% so quickly? There is no need to be a golfer, or even have any interest in the game. It is a chance to finish the History Center sooner and to be part of the community. To be a part of this program, donations must start at \$20.

There are also some other ways to benefit from the Tournament. You have the opportunity to guess the number of Birdies (1 stroke under par), that will be accomplished through the Tournament and pledge a specific amount on each birdie. For example, if you pledge \$.01 for each birdie shot, and there were 2000 birdies during the Tournament, your donation to the Society would be \$20. Then the Monterey Peninsula foundation would add 15% to that amount making your donation actually \$23.

Another way we can gain extra funds is the "Closest to the Pin" contest. Each participating charity can select a person to compete by getting a golf ball closest to the pin at the fourth hole on the Peter Hays Golf Course. The winners will earn the opportunity to be represented by a team in the 2011 Birdies for Charity Shoot-Out at the tournament on February 8th. The top qualifying charities could potentially earn up to \$50,000 for their charity, in addition to the money raised through the pledge drive! One of our members who lives in Menlo Park, Art Taylor, will represent the Society in this competition.

The Official Pledge Form was sent with the November Newsletter, but if you would like to be a part of this great fund-raiser, need another Form, or you have questions about any part of this program, please call us at 659-2038,

We need to emphasize that all forms need to be mailed to the Society at P. O. Box 1612, Carmel Valley, CA 93924, as we will want to personally acknowledge your part in it. We are responsible for bringing the donations and forms to the Foundation. Donations and pledges can be made right up to February 10th and we encourage all of you to join with us in this exciting endeavor.

Hats off to the Park Board! The paving in front of the History Center has been completed and it is a welcome "gift" to all of us! The area is now striped for parking spots, the sidewalk has cured and we are delighted with the results. It took longer than expected what with the rain and uncertain weather, but the Park Board was diligent and we are all the winners here.

Rick Conlon of Carmel Valley Electric has now finished installing the rest of the outside security lights. They are on a timing system so they go on in the early evening, shut off later on. However, if there is any motion detected around the building after shut-off, *all* the outside lights will go on giving us added security.



Currently; Rick is laying out the details of the interior lighting and electrical system with installation scheduled to begin this month.

The next projects will include insulation of the walls, the completion of plumbing and electrical work and then wall-boarding. At this point many details will be worked out to insure the Center is designed to make the history of the Valley come alive. In this vein, the artifacts and articles currently stored in our container and several other places will be carefully inventoried and categorized so we can coordinate our displays for specific themes and seasons.

Our Birdies for Charity funds will be of great help in assuring the projects will go forward getting us closer to our Opening.





CHRISTMAS PARTY A BIG SUCCESS!

The annual Christmas Party, held December 11th, was one of our best! Ellsworth Gregory and Trudi Hart took several hours decorate the Center by putting up a huge Christmas tree, setting up several tables with Christmas runners and decorations, making sure there were enough chairs around and making the whole area festive and inviting. Ellsworth even had a small carousel on the buffet table that played Christmas songs and carols as it went around. They made the whole room a Christmas Party Center!

Guests brought in their favorite hors d'oeuvres and cookies and no one went home hungry. Over 42 of our members stopped by and were pleasantly surprised by the progress we have made, how large the building is and the great possibilities presented to us. Former Board member, Dr. Ron Brenner and his colleague Dr. Tom Watkins, who is Science Director at Heald College in Salinas, added to the festivities with their guitar music, and we thank them for brightening the afternoon. We want to extend our great appreciation to Ellsworth and Trudi for making our party one of the most successful and memorable events ever!

*One cannot have too large a
party!*

- Jane Austen



PRO TEMPORE'S NOTES

As we roll onto the new year I'd be remiss in failing to acknowledge the great work of your Board of Directors. They've worked diligently to insure your Historical Society moves forward with the one major project you charged them with back during our 2008 general membership meeting - to build the History Center.

Those who joined us at the Society's Christmas party got to enjoy the first major gathering of the membership in our new facility. Special thanks go out to Trudy and Ellsworth for their hard work producing such a grand event, and to Dr. Ron Brenner for providing live holiday music to round out the event. As many noted, this was probably the best "Christmas Party" of the Society's history - and that's saying a lot!

During the course of last year the big push was to raise the needed funds to be able to stay up with paying for the great work of Tim Sherer and Regency Construction. These efforts were anchored by the ongoing tile program spearheaded by Reggie Jones, our building coordinator/guru, and the release of our very own Carmel Valley History, the first stand alone such work, written by Elizabeth Barratt. The book remained on among the top five in the Herald's "local best seller" list for the whole of 2010 since it's release in January. Our thanks to all of our members who've stepped up with their, purchase of the book, tile orders and generous contributions.

The glue that's held all of us together has been the incredible work of the Taylors. June, our recording and corresponding secretary, has managed to take notes, and decipher them, after each and every one of our meetings, thereby keeping us on the straight and narrow, while preserving the administrative history of your Society. And Art, our treasurer and money guru, has been instrumental in keeping us on the financial straight and narrow - no small feat given the pace funds have been expended in the construction of the gorgeous center. His ability to deal with the bureaucracies of such entities as PG&E, CalAm, and others, has been instrumental in savings on bills and invoices inexplicable under normal circumstances.

Doctors Susan Moein and Ron Brenner constantly put your society in front of the public both in the immediate area and as far south as Orange County with their contacts there. Unfortunately for the Society, Dr. Brenner's professional schedule evolved during the year to the point where he had to resign from the board, leaving us with a gap both personally as well as personnel-wise. While we've missed him on the board, Ron has been on hand to aid (and abet) many of the projects we've been engaged in on the weekends, while Susan continues to promote the cause.

Not many of our members are aware of the long hours and tireless efforts of Maxine Callinan, ostensibly our "Membership Chair," yet so much more. Maxine has been key to many of the fund raising projects, as well as pursuing contacts with major foundations, working with Donna Kneeland, our grant writer. Among the many projects Maxine spearheaded was the collection and wrapping of the extensive doll collection, a donation to the Society by the Marshall family. This was a huge job completed in record time with the help of several society and board members, and a task we're most grateful for. In addition to all this, Maxine also took on the task of heading up last year's highly successful rummage sale. Another event that brought in considerable funding to the Society's coffers.

Stephanie Culbert continued in her efforts during the year to build the Society's library to fulfill our mission as a research and study organization in addition to being a collection center for Carmel Valley historical artifacts. It's worthy of note that the "library" has grown to such an extent that Stephanie was no longer able to house it. Once again, Past President Ellsworth

Gregory stepped up to the plate and is housing the bulk of the library until we've reached the point of moving them into the History Center.

For all the dedicated hard work of these great people all of us in the Society owe a great debt and we're deeply grateful. Thank you from the bottom of our hearts.

By Richard Barratt
President, Pro Tem

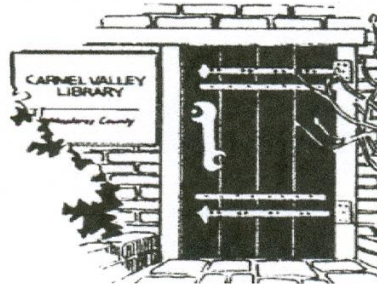
**BOOK CONTINUES
TO DO VERY WELL**

The book "Images of America, Carmel Valley", written by our author and Archivist, Elizabeth Barratt, is still very popular in the County and she and Richard Barratt have been giving talks and slide shows about the book to organizations in the area. In December, she talked to the Book Club of the Church of the Wayfarer in Carmel and on January 10th spoke to the residents at Forest Hill Manor. As Elizabeth has said, everyone belongs to something and if your organization would like to hear about the book and see the slide show, please call her at 659-2751 and a time can be arranged. You can always purchase the book by calling her, and you will not be disappointed in learning about the wonderful history of Carmel Valley.

**KEEPING HISTORY
ALIVE**

Do you know of someone who was born here or has lived in the Valley for a long time? It is always more interesting to hear the stories of how things have changed -or stayed the same- from someone who has lived through it. We would like to interview them on videotape to capture the true spirit of life in the olden times, what their family is for fun and entertainment, how they coped with the weather elements, in general, what was it like growing up here? Call 659-2751, and we will work on setting up an interview convenient to all.

**NEWS FROM THE CARMEL
VALLEY LIBRARY**



By Doug Pease

Is it "Time to Mow Your Roof?" Raphael Garcia is senior project manager at Rana Creek and he will talk at the Carmel Valley Branch Library at 10:15am Saturday morning, February 5. Mr. Garcia is expert at ecological design: green roofs, living walls, and graywater/stormwater/watershed management systems. Rana Creek engineered the biodegradable green roof modular system for the California Academy of Sciences in San Francisco's Golden Gate Park. The program is free to the public, first-come first-seated. Refreshments. Call 659-2377 for more information.

Coming up: Kathy Whilden will instruct attendees in "Plein Air Writing" on Saturday, March 5. Want to know more? Dial up <http://www.wildini.blogspot.com/>

Elliot Ruckowitz-Roberts, a poet and director of Tor House Foundation, has agreed to talk about Robinson Jeffers on Saturday, April 2.

Dr. Bruce Weaver, director of MIRA (Monterey Institute for Research in Astronomy), has agreed to talk about planets being discovered beyond our solar system on Saturday, May 7.



We have all lost a good friend. June Plumlee, our "saleslady extraordinaire" passed away on November 20th, with her family around her. June knew almost everyone in the Valley and had a weekly schedule that most of us couldn't keep up with. Her personality was bubbly and very friendly, and she would make new friends feel very comfortable immediately.

For several months on Mondays and Tuesdays, June manned a table in the Business Center for up to four hours a day strictly for selling the tiles that would be installed in the History Center. She would call her friends and charmingly give them her sales pitch to help support the Society by purchasing a tile and was personally responsible for selling almost 30 tiles. Unfortunately, June was in declining health during the past year after a stroke and was mostly confined to her home. She was a super lady and we all will miss her. Our deepest sympathy goes to her family.

**ANNUAL MEMBERSHIP
MEETING**

Our annual General Membership Meeting will be held Thursday, March 3, 2011, at 7:00 PM. We are planning to hold the meeting in our History Center and we urge all of you to save that date and plan to attend.

The Board has been calling several members asking if they would agree to be nominated to serve on the Board. Unfortunately, we have not had any positive responses.

This is an exciting time for the Historical Society. We are looking for people who can help us make this a great experience for all our residents plus the many visitors who come to the Valley for recreation. We want to incorporate new ideas, technology and interesting displays that will tell the stories of how the Valley evolved from the early ranches to the wineries of today.