

# Newsletter of the Rancho Bernardo Historical Society

.Vol II Issue 3

October 2006

## President's Report: "The stars are aligned....almost"



Tom Cook, President

You have heard this ancient phrase before. I am using it to refer to our plans to break ground for the New Museum in early February of 07. For 25 years we have struggled to make a home for a full size historical Museum functional enough to meet the needs of Rancho Bernardo. Many locations were explored but for lack of

affordability, space, permits, risk or a passion for history they all failed. "The stars were not aligned" Last year we built a ~~small~~ 500 sq ft small but fully functional Museum to establish a 'focus point', gain experience, test the relationship with the winery, train staff and if nothing else, get moving or die.

This journey came to a head at last week's Board Meeting when your Board selected the best value option from the remaining three options. They were #1 Move and renovate the Information/Prudential Building in downtown RB, #2 build a modular manufactured building or #3 Use Conventional Construction. After much discussion the Board by 14 to 0 selected Conventional Construction. With an estimated cost of \$285,000 a newly built building will cost much less than the \$390,000 or more price tag to move and refurbish the Information Center. To preserve some of the historic features of the Information Building and to reduce construction costs, we have been given permission to 'salvage' certain parts for use in the new building.

Well, there you have it. We now have a single design decision, a location at the Bernardo Winery, 1<sup>st</sup> step Poway Building Permit approval, a well protected Letter of Understanding with the Winery, etc. Yes, "the stars are aligned." What's this "almost"???

The "almost" is the gathering of funds to construct the building. On Page 2 you will see a report from Nancy Canfield, chair of our Capital Fund Drive. I call her the "Wonder Woman" who with a team of Board Members is doing

Continued on page 2

### Officers

President  
Tom Cook

1st Vice President/  
Director  
Susan Floyd

2nd Vice President  
Tom Richards

Secretary  
Jutta Gilstrap

Treasurer  
Sue Johnson

Membership  
Susan Floyd

Immediate Past  
President  
Susan Floyd

### Board Members

Nancy Canfield  
George Cooke  
Bob Gibson  
Carol McDaniel Gibson  
Jutta Gilstrap  
Eileen Haag  
Jane Harmon  
Anthony Iasi  
Beverly Merrill  
Myrna Reese  
Karen Rott  
Don Sheffler  
Valerie Schmitt  
Zita Sulzberger

### Staff

Joyce Gage  
Peggy Rossi  
Oscar Teel



Continued from Page 1—Cook

a fantastic job. She reports having \$55,000 in cash and pledges with specific action plans to gather the rest needed. I grant that going from \$55K to \$285K is a big stretch on the word 'almost' but if anyone can, they can.

Here is where you as members and friends come in. I am asking you to help push the 'last star' into alignment. Here are some ways you can help:

\*Donate to our Capital Fund Drive

\*Attend our Fund Raisers

\*Buy a Commemorative Brick

\*Sponsor a Wall Tile or Corner Stone

\*Donate Goods/Services for Auction

\*Tell Family and Friends

\*Promote new Members

\* Tell Company Relations Department

\*Call me to volunteer

Well, that's the story. Some day many of us will look back with great satisfaction to what WE have accomplished. Please call me (858-487-5088) with questions or advice. -

## FUNDRAISERS ON THE MOVE!

By Nancy Canfield

Well, if you want to be a part of the best team in the world, join the RB Historical Society Fundraisers! One and all, working together, going beyond what's asked of them, which is unceasing, reaching for ever more to help *The Dream* become a reality.

As of today we have **\$55,000** in cash and pledges for the campaign. We have the following events in plan:

- Oct. 16 - Bricks and Tiles become available for sale.  
Estimated revenue from this program **\$50,000**.
- Nov. 9 - Kickoff fundraising event at the old Information Building, by invitation, to those who may be interested in making pledges to ensure RBHS' future. Expectation is pledges in excess of **\$150,000**

- Nov. 11 - Pancake Breakfast at the Winery – Veterans eat for free. A program for the community to get acquainted with the Historical Society and its plans, and a glimpse of what to expect at our upcoming *Concert on the Green* next spring. **\$5,000**
- Spring '07 - *Concert on the Green* – Headliner talent, catered box lunches, silent auction **\$10,000**
- Feb 13, 07 - Trip to Reagan Library – more of a getting acquainted opportunity **\$1,000**
- Antiques Road Show with auction – Date TBD - **\$5,000**
- Ongoing – we are writing grant requests to various foundations in expectation of raising **\$50,000** or more.
- Naming Rights at the new museum: rooms, walls, cornerstones: **\$300,000**

I know, ambitious plans, but together we can do it! Won't you help be a part of Rancho Bernardo's future by preserving its past?



## BERNARDO BRANDINGS COLLECTION

By Peggy Rossi



Peggy Rossi

The Rancho Bernardo Historical Society has in its collection the periodical, *Bernardo Brandings*. This magazine began in July 1962. Within the pages of *Bernardo Brandings*, you can find the

story of the development of Rancho Bernardo and the people who lived here. When a new business opened, it was in there; when the WWI veterans met, they were listed there; women's clubs, political organizations, charitable organizations are all there. The magazine spans from 1962 through 1976.

We have done a complete inventory of the *Brandings* and are placing them in archival boxes for protection. We have found we even have multiple copies of many issues. A complete set of available issues will be on the shelf for those interested in researching the magazine. We do request you make an appointment to come in. Please call Susan Floyd at 858-248-2030 for an appointment.

We are missing a number of early issues. If you have a copy of any of the following, please consider donating it or allowing us to make a photocopy: November and December, 1962; January, May, June July, October, November, December 1963; January, March, April, May, July, August, December 1964; August, September, December 1965; October 1966; February, April, June, July 1967; January, February, March 1969.

In the next column note the cover page from *Bernardo Brandings*, January 1964. Featured is the Arthur Calman, Jr. family. Where are they now?



## WE'VE MADE A START, BUT WE HAVE A LONG WAYS TO GO

Thank you to the following for their pledges to the Capital Building Fund:

Nancy Canfield  
Tom and Jackie Cook  
Eileen Haag  
Carol and Bob Gibson  
Karen Rott  
Cynthia Steiger

Thank you to the following for their donations to the Capital Building Fund:

Dean Stalter  
Carolyn and Al Watson  
San Diego Foundation  
Nancy Canfield  
Tom and Jackie Cook  
Hilda and Oscar Teel  
Marjorie and Donald Rohan  
Peggy and Vince Rossi  
Sharon and John Wellington

Sharon Bailey  
Sherrie Brewer  
George Cooke  
KGEN Enterprises, Inc.  
Stephanie Kosmo  
Shirley Napierala  
Carol Prendergast  
Gina Youngren  
Beverly & Len Reed  
Valerie Schmitt



## WHAT'S BEHIND THOSE CLOSED DOORS?

By Peggy Rossi

The definition of a museum seems pretty simple. It's a place where objects are displayed, whether they be historical, artistic, or scientific. In reality, museums are much more than that. They are the caretakers of our cultural and scientific histories. But most of us don't think about that when we visit a museum.

I was fairly ignorant of that important aspect of museums when I answered a volunteer request back in 1994 from the deSaisset Museum at Santa Clara University. They asked for people to help do an inventory of their collection. Little did I know then that I would spend eight years working with that collection.

So what is behind those closed doors? The ones that say "Staff Only". When I began working at the deSaisset. I learned there were about 10,000 items in their collection. As a small museum, only a few hundred items could be on display at any one time. The rest were stored, for better or for worse, on shelves, in odd boxes, on the floor, in hidden rooms. Over that eight-year period those objects were photographed, catalogued into a database and placed in protective archival materials for safekeeping.

All museums, large and small, contain thousands of items important to our history and to our knowledge about ourselves. They remain, behind closed doors, protected and waiting, for display, for research, for history, for enjoyment. The level of protection and care depends on a museum's resources--both in personnel, paid and volunteer, and financial. Caring for these items requires appropriate space, appropriate archival material to store them and people to do the work.

The Rancho Bernardo Historical Society has a unique opportunity to preserve the history of our community, now, while it is still fresh in many people's minds. Many of you have contributed items toward our collection for which we say thank you. Now, we need sufficient space to store them and future donations--a

new museum. We need contributions to purchase archival boxes, folders and tissue to protect the collection. We need volunteers, not just to docent in the museum, but also to help with organizing and cataloguing our collection. Come get involved with what's behind our closed doors -- the story of Rancho Bernardo.


## IN MEMORIAM

Long time RBHS member Ralph Stewart passed away on October 2, 2006. Ralph moved to San Diego in 1940 from Cleveland, Ohio. He worked for Convair, Bekins Van and Storage and Washington National Insurance Company. While with the insurance company, in founded "God Bless America" week to celebrate the patriotic spirit of our country. Parades and festivities were held at Jack Murphy Stadium. After 9-11 he headed a committee to bring the event back to San Diego. He lived in Green Valley and Seven Oaks communities.

RBHS member Hal B. Dallke died on July 1. Born in Oklahoma, he was a retired Methodist minister and lived at the Casa de las Campanas.

Laura L. Johnson, historical society member, died in March. Originally from Milwaukee, Wisconsin, she arrived in Rancho Bernardo in 1964. She was the marketing secretary for Avco and a real estate sales agent.

---



**RANCHO BERNARDO  
SELF STORAGE**

**Bill & Donna Myers**  
Managers

Rancho Bernardo's  
Neighborhood  
Storage Center

10905 Via Frontera  
San Diego, CA 92127

**Phone (858) 487-0138**  
**Fax (858) 487-9216**

---



## RBHS GENERAL MEETING

By Vince Rossi

The speaker for the October general meeting was Jake Enriquez, District Park Manager for San Diego County Parks and Recreation Department, speaking on Rancho los Peñasquitos.


Jake pointed out that the rancho site embraces over 8,000 years of San Diego history, noting that the presence at the site of "lithic scatter, the remains of a Native American tool-making site," offers evidence of 5,700 years of indigenous habitation there.

He then went on to briefly discuss the rancho's history through the Spanish, Mexican, and American eras, including its role in the Battle of San Pasqual.

Talking about the problems of preserving historic adobe structures, Jake showed before-and-after photographs of a cracked wall at the rancho building which cost over \$250,000 to repair. The repaired building will be reopening November 7, and he invited everyone in the audience to attend.

In his talk Jake stressed that he was offering only highlights to encourage his audience to come out and discover the rancho for ourselves. Still, he presented a lot of history in 20 minutes, and did it with the concise detail and sense of humor that has made him a favorite speaker for RBHS events. He ended his talk by expressing empathy with the efforts of RBHS members to preserve local history, closing with the salutation, "Viva Rancho Bernardo!"

Rancho Los Peñasquitos is open to the public from 8 a.m. to sunset seven days a week. People can call to arrange for a docent-led tour. Docent tours without appointment take place on Saturdays at 11 a.m. and Sundays at 1 p.m. School tours are held on Wednesdays. For further information call 858-484-7504.



**Genealogical Research & Family History Publication**

Peggy Rossi

PO Box 27543, San Diego CA 92198-1343  
858-592-9360/njrossi@aol.com

*Reconstructing lives – one generation at a time*

## RB Explodes: Historic Moments of the 60s

**Rancho Bernardo Museum's New Exhibit Opens mid November 2006**

Do you remember where you were when Rancho Bernardo was just forming as a Community? The people, places, and events in this exhibit may bring back those memories. Reprinted from the *Bernardo News*, the images reflect the nostalgia of our past. Did you know a famous President visited here, a fish monger used to drive through our streets, an unusual structure was designed for one of the early parks? These and others are on display.

If you have artifacts or photos relating to that era and would like to share them with the public, please contact the museum. We'd like to fill up the museum's artifact case!

The Rancho Bernardo Historical Museum is located at the Bernardo Winery on Paseo del Verano.

Fall hours are:  
Tuesday 10-12  
Friday 9-12  
Saturday 10-12

For further information or special tours, call Susan at 487-4599 or see the website at [www.RBHistoricalSociety.org](http://www.RBHistoricalSociety.org).

## MEMBERSHIP

By Susan Floyd

Welcome to all the new members and thanks to current members who have renewed on time. Please remember if you have friends and neighbors who would like to join the historical society, there is a membership form on the website. Go to [www.RBHistoricalSociety.org](http://www.RBHistoricalSociety.org).





Nancy Canfield and Karen Rott



Min Wells



Jane Harmon and guest speaker  
Jake Enriquez



Don Sheffler with a sample brick proposed as a walkway around the museum. Joyce Gage in the background



Peggy and Vince Rossi, winners of the opportunity drawing dinner for the Hilltop Restaurant



← Fran and Art Feltes. Fran is a docent and often can be seen at the museum.

Barbara Deahl, longtime supporter of RBHS.



Crain Brown, hard working advisor to the Board.

Some of the faces from the General Membership Meeting held on October 9, at the RB Library.



## ROAMING THROUGH THE ARCHIVES (Here and there)

By Oscar D. Teel

We just returned from a trip to Europe and, of course, made the obligatory tours of medieval towns, castles, and museums. Europeans seem to preserve a lot of things for future generations. That is what we are trying to do in establishing a museum in Rancho Bernardo. The demographics of Rancho Bernardo has changed over the years. It was established as a planned community by people with a vision. Earlier residents looked upon Rancho Bernardo as a unique community but, I suspect, newer residents just see it as a nice place to live. We would like to see it kept as a unique community that will last as long as some of the places I saw in Europe. I remember passing areas in France where I saw plaques along the road that said this is where so and so village existed but was destroyed in WWI. All that remains is a plaque. Not much history in that. I remember the town where my mother was born in North Carolina. Nothing exists anymore except a sign. The main street and all the stores and churches are all gone. We want future RBers to see what it used to be. Unlike those towns that have disappeared, we have many artifacts depicting early Rancho Bernardo. So we have a mission for a museum in our future, and you can help.

### Eastview, The Trails, and Swim and Tennis

The planned community of Eastview, according to the Union-Trib in 1977, was to have some of the most expensive units in RB. A problem was, and according to some residents it still exists, that they have their own recreational facilities but must still join the Swim and Tennis Club. The Trails was to have six lighted tennis courts and a pool. Opposition from the Homeowners Association centered around not wanting bright lights from the tennis courts shining in the windows of Greens North homes. Eastview got its recreational facilities and The Trails did not. Residents of both areas are members of the Swim and Tennis Club. I'm glad they are. Both areas produced some very good tennis players.

## FALL FESTIVALS AND DOG PARK EVENT

By Jutta Gilstrap



Jutta Gilstrap, Tom Cook and  
George Cooke

Our booth at the Carmel Mountain Ranch Fall Festival attracted many visitors. As usual, people were fascinated by the large aerial

photograph, on loan from George Cooke, which was taken in the early 1970s and shows a large area of Rancho Bernardo east of I-15, with a portion of what used to be US Highway 395.

This was the first time we had a booth at a Carmel Mountain Ranch event. We are looking forward to also participate for the first time in the RB 4S Ranch Fall Festival on November 5. We hope to meet many of our RB neighbors there who are calling 4S Ranch their home. The location is Camino del Norte, between Dove Canyon Road and 4S Ranch Parkway. Festival hours are 8:30 AM- 5:00 PM. Please come and visit us at Booth #223. Many thanks to volunteers George Cooke, Peggy and Vince Rossi, and Fran Feltes (who manned our booth at the Rancho Bernardo Dog Park event for several hours) for all your help!

### RB HISTORICAL SOCIETY PANCAKE BREAKFAST

will be held at the Bernardo Winery on 11/11, Veteran's Day, 7 to 11. All Veteran's are invited to be our guest, just bring a photo of yourself in uniform, then or now, and we'll post it on a wall of honor for your special day. After you dine, go to Webb Park for the day's events. Tickets are \$5, and that includes a fabulous door prize, and can be purchased through the Historical Society, at the Bernardo Winery office, or by calling Susan Floyd at (858) 248-2030. Proceeds will benefit the building of the new museum in 2007!

**FUTURE EVENTS AT OR FOR THE MUSEUM**

**Bricks and Tiles available for sale, 16 Oct.**

**Pancake Breakfast at the Winery, 11 Nov.**

**Concert on the Green, Spring 07**

**Trip to Reagan Library, 13 Feb.**

**Antiques Road Show, TBD**



Rancho Bernardo  
Historical Society  
Post Office Box 27314  
San Diego, CA 92198-7314