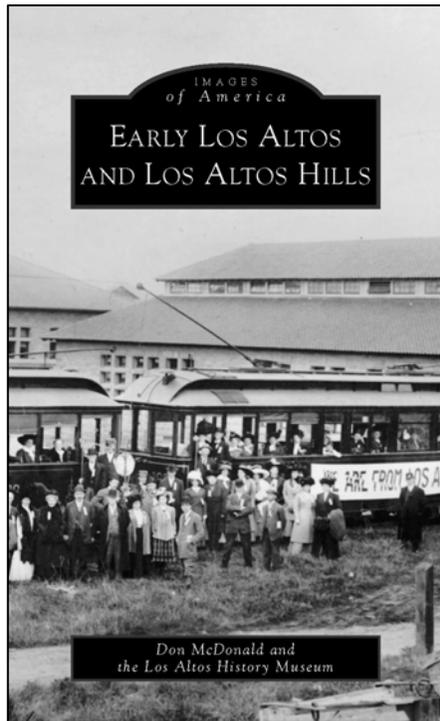


Collecting, preserving and interpreting the history of the Los Altos area.

From the President:

Being President of the History Museum is not work, it is sheer pleasure, and the reason for that is the number of volunteers that make everything happen. The staff, led by Laura Bajuk, is of course a key point in the success of the many adventures the Museum undertakes each year, but the work that makes these programs successful is done by volunteers. I have served on a lot of boards and commissions over the years, in Los Altos, Washington, D.C. and overseas, and none of them come close to the spirit and devotion you see around the History Museum. Thank you volunteers for all the help you give the Museum and the Board, and good luck, Patti Rose, as you take over an interesting and very rewarding assignment. Thank you all. - Jim Thurber, President



Collections

NOW IN PRINT & ONLINE... historian Don McDonald and collections manager Lisa Robinson worked closely on material for our new Arcadia book, *Early Los Altos and Los Altos Hills* (pictured), writing the text, producing digital images and researching to support the storyline. Sales have been brisk; the first printing lasted only six months. And thanks to Nan Geschke and her brother, Tom McDonough, 67 episodes of the Los Altos History Show are now available online—see our website.

CATALOG PROGRESS: Collections Committee members Sande Stuart and Judie Suelzle completed the formidable task of inventorying all of our *Town Crier* newspapers, incorporating missing editions from a donation by Marion Grimm, and eliminating multiple copies. Together, our regular and Foothill College volunteers logged a record 623 hours working with the collections. This tremendous effort resulted in an increase of 1,500 database catalog records. The number of people wishing to access the archives to conduct their own research increased greatly this year, and every attempt was made to answer in a timely fashion.

OUR TEAM: The collections are managed by staff member Lisa Robinson with assistance from longtime volunteers Sande and Judie. This year, Rebecca Duncan of Mountain View joined the collections team and Eliz Adem completed her Girl Scout Gold Award, designing interactive activities for younger visitors to the Museum. (These have been handed off to the Education Committee.) Foothill College history students under the tutelage of Bill Ziegenhorn continued to volunteer with the collections in lieu of writing a research report. Fifty-five students volunteered over 380 hours, and Bill was recognized this year at the annual volunteer party for his role in this partnership. In addition, several students from the Anthropology department, under the tutelage of Sam Connell, shadowed Lisa in order to gain an understanding of the profession. - Sande Stuart, chair

Education

Preparing for the 3rd grade tours in April, the committee and Lisa Robinson cleaned out the tank house and refreshed its exhibit. We welcomed 419 students from all seven LASD schools, as well as one private school. New scripts were used for the permanent exhibit tour and the Annie Knapp Fitz paintings, and text and photos from our new history book enhanced the history house tour. The 4th grade tours were held in May and welcomed approximately 400 students from all seven Los Altos elementary schools.

Evaluations for the tours were very positive, and it is with pleasure that I share the following comments from Springer School teachers:

- "Not only did my students and parents feel this was our strongest and favorite field trip of the year, but that's been the consensus in all three third grade classes, as well!"
- "We noticed a wonderful improvement in the presentations, and it must be the presenters. You all know children and how to meet their needs."
- "We loved the history house trip this year! It certainly makes a difference with all of the fabulous retired teachers! The variety, enthusiasm, and quality of the education they received on our trip were the best! In fact, I would say from my teacher standpoint, it was the best trip ever!"

Coordinated annually with the Los Altos Historical Commission, the topic for the 2010 Margaret Thompson **Historical Essay Contest** was "My Favorite Historical Landmark." 388 students participated and Santa Rita School (with the most winners) won the trophy again this year. An ice cream social was held on May 11th for the winners and their families, followed by recognition from the mayor at the City Council meeting.

Composed of retired teachers, the committee welcomed 35-year LASD teacher Carole Flores this year. Thank you to all the committee and docents. - Anne Roberts, Chair

YEAR AT A GLANCE

Community:

Historian McDonald wins Gardner Award
Major Grants from Packard Foundation
& Los Altos Community Foundation

Collections:

History Show Goes Online
Artifact Catalog Expands by 1,500 Records
Photo History Book a Bestseller

Finance & Numbers:

Special Events Very Successful
Event Rentals Back on Track
Investments Recovering
Individual Donations Remain Strong
Membership: 715
Attendance: 13,120
Volunteer Hours: 11,821



Changing Exhibits

Picturing California, 1890-1920
(May 21-September 20, 2009)

It's a Small World
(October 1, 2009-January 17, 2010)

Through Thick and Thin: A Tale of Two Sisters
(January 28-May 23, 2010)

By Hand: American Women with Needle & Thread (June 10-October 31, 2010)

*Think what you will about spirits and the Mystery House, but it feels like Sarah Winchester liked our exhibit this year about her and her sister Isabelle Merriman... Near the close of the exhibit, a gift to the collections was made of a china bowl and a commentary on the Book of Job by Sarah's brother-in-law, Homer B. Sprague. Both had been inherited from Daisy Marriott (Sarah's niece and Isabelle's daughter). The bowl is in the popular Indian Tree pattern. What's odd is that the china we had on display, loaned by Lisa Robinson as an approximation to help tell the exhibit story, is also Indian Tree. *It's as if we knew...!**

Docents

We continue to have a highly dedicated team of docents involved in welcoming guests to the museum, interpreting exhibits and the J. Gilbert Smith History House to the visiting public. This year we trained five new docents, saw four retire, and gained a new docent caller and special tours coordinator. With each new exhibit, we hosted training events providing background on the exhibit, plus a social time. We thank our very committed docents and miss those who have moved away. - *Carla & Larry Bjork, Docent Co-chairs*

Oral History

We interviewed an "old timer" who lived in what's now Los Altos Hills; her memories were worth a lot. Proofreading and correcting continues, but more transcribers are desperately needed – the stories are fascinating! Please consider volunteering. - *Wendell Lehr, Chair*

Marketing & Public Relations

Marketing & PR –*Karen Purtich & Nicolette Wilson, Co-chairs*

Formed in January 2010 after a hugely successful Museum presence on Main Street at the Holiday Stroll, the Marketing team completed the following initiatives:

- Initiated Museum Night (3rd Thursday of month) for March-July. Averaged 25 visitors and 2 new members per evening.
- Increased publicity in local periodicals and local historical society newsletters including advertising in the *Los Altos Town Crier*.
- Introduced Parent Preview Night for parents of 3rd and 4th graders.
- Reinstated the Teddy Bear Picnic (to be held August 15).
- Launched *Early Los Altos and Los Altos Hills* with a book signing event and publicity. Initiated the idea of a bookplate signed by Don McDonald.
- Arranged the use of 208 Main, post-Stroll, as the Museum's "window on Main Street."
- Grew Marketing team to 5 volunteers.
- Worked with Store to create products based on paintings of Annie Knapp Fitz.

Demographics – *Pidge Barry, Chair*

VOLUNTEER HOURS: ranging from two to over 600 hours given in a year, 138 volunteers logged 11,791 hours... down just 4% from last year.

ATTENDANCE: 13,120 people came to the Museum this year, 15% down from last year. 30% were first-timers and 5% came on school tours.

Facilities & Grounds

Facilities: The City of Los Altos received approval for and will match the grant approved last year by the county, a total of \$30,000, to replace the History House porch roof and remove the upstairs 1960s kitchenette in preparation for a new exhibit area. Once reviewed and signed off by the Historical Commission, the projects will be put in the city's project list queue.

Exterior painting of window frames, thresholds and handrails was completed on History House, and some window screens were removed for repair. All windows in the Smith House and History Museum were washed (delayed from last year), and we are in the process of receiving bids for the museum's exterior painting and the batten repair work.

The lighting in the patio (Hansen arbor and entrance arbors, tank house lights and twinkle lights on lamp posts) has been checked and lights have been replaced, plus electrical work by the city. About 100 bricks in the patio were removed (twice) because they were sinking; it was discovered that a gopher or mole had tunneled under the bricks. The tunnel was filled and the bricks replaced by the city.



Upstairs in the museum, the computers on the family tree have been evaluated, and a replacement purchased. Repairs and possible reinterpretation of the permanent exhibits will be a priority this coming year; professional exhibit design and fabrication help has been secured. - *Marie Backs & Paul Foerster, Co-chairs*

Garden: One of our best assets and so popular for folks to come and sit and read, as well as have an event here, the garden looks lovely. Many thanks go to our committee and friends in the Los Altos Garden Club. The mystery of why bricks in the middle of the patio were sinking was finally solved, after years of our filling in with sand. It took City workers two trips and a 6-foot circle of bricks removed to find not one, but two (unsuccessful) gopher(?) tunnels. Further critter control involved replacing light strings, which the squirrels love to chew, and a full servicing of the drop lights in the trees. We're contemplating more permanent lighting, and irrigation improvements. - *Caroline Landsbergen, Chair*

Fund Development

The Fund Development Committee met several times, and was privileged to have two professional fundraisers, Leslie Hurt Williams and Christine Jeffers, contribute their expertise to help us develop fundraising strategies. Our short-term goal is to finance the restoration of the permanent exhibit and large capital expenditures for the 10 year-old museum building, establishing an Anniversary Committee. One of our most enthusiastic members is Karen Pur-tich, co-chair of Fund Development, who has taken on the responsibility of guiding us in the area of individual gifts (including donor recognition, board member giving, and increasing membership.) As co-chair, Lois Adams will handle the special event portion of fundraising, with a special event every quarter, sometimes more than one. As with all events, we need (and deeply appreciate) enthusiastic participation from our members. - Lois Adams, Chair

The **Crab Feed & Auction** netted roughly \$66,000 – the 2nd highest in our history. The event ran smoothly, and had the best organized and presented silent auction to date. At the wrap-up meeting, the committee recommended increasing the ticket price for 2011. We need to re-vamp the live auction, adding more group dinners, local trips and hotels. - Cathy Anderson & Patti Rose, Co-chairs

Premier Spring Evening: Held in Los Altos Hills on the evening of Friday, May 7th at “Rancho San Antonio,” the historical Dawson estate and current home of Gaymond and Cindy Schultz, our spring party was well attended by over 210 guests. A highlight was hearing Bill Dawson, grandson of auto-industry pioneer and Los Altos business leader C. Earl Dawson share memories of growing up in the area. Photos and documents about the family and the house illustrated the historical significance of this special place.

We were fortunate to have several in-kind donors and underwriters. Especially in the current difficult economic times, we are pleased to report that the net income was \$3,000 above our goal. Discussions for next year’s spring fundraising event are underway. We are hoping to have a tour of historic homes of some of the founders of Los Altos on May 7. If you’re interested in volunteering for the committee, please let us know. - Diane Claypool, Sue Becker, Kristen Fuller, Co-chairs

Rental Events: We made a good choice when we hired Mark Perry! He’s brought new energy and ideas to our rentals program, and his charming, pleasant personality leaves those he’s met feeling good (ask our staff and volunteers) and our clients satisfied and happy. Any problems he faced, he handled quickly and professionally. Our business expanded beyond weddings; we also saw several reunions, anni-

versaries, memorials and birthday parties. We ended the year \$16,000 over our projected budget (which had been slashed with the economic downtown). Mark’s goal for next season is 20 events - we will gladly support him in this! - Marie Backs & Jeanne Foerster, Co-chairs

Membership: We ended the year at 715 active members, with a peak of 746 earlier in the year. This is a 5% increase over last year this time (680). Never underestimate the power of your membership—it’s essential! - Nomi & Fritz Trapnell, Co-chairs

The **Store Committee** is pleased to report that \$8,000 was transferred to the Association for this fiscal year; \$2,000 over budget. Proceeds from the sale of some 300 copies of *Early Los Altos and Los Altos Hills* account for this success. Consistent with the current retail climate, the store has experienced slower sales of regular merchandise. A 2nd year without a home tour boutique also impacted store revenues. - Diane Simmons & Jean Kenny, Co-chairs

FINANCIAL REPORT 2009-10

(CONDENSED)

This FY/09-10:

Last FY/08-09:

Value of Invested Funds (<i>savings/cash reserves</i>)	\$ 536,319	\$ 467,122
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This FY/09-10:

Last FY/08-09:

INCOME & EXPENSE

	Total		Last FY	
Income				
Donations (<i>individuals, foundations, businesses</i>)	\$ 71,382	18%	\$ 126,210	33%
Fundraising (<i>once-a-year: special events</i>)	142,105	35%	121,468	32%
Fundraising (<i>year-round: membership, store, rentals</i>)	104,454	26%	66,131	17%
City Grant	65,000	17%	65,000	17%
Interest	1,550	>1%	1,081	>1%
Miscellaneous	3,864	1%	1,685	>1%
Total Income	\$ 388,355		\$ 381,575	
Expenses				
Salaries, Wages, Professional Fees	\$ 223,135	74%	\$ 215,782	67%
Supplies, Materials, Goods & Services	60,307	20%	86,391	27%
Administration	12,387	4%	12,169	4%
Maintenance & Repairs	5,564	2%	7,895	2%
Miscellaneous	537	>1%	1,749	1%
Total Expenses	\$ 301,930		\$ 323,986	
NET	\$ 86,425		\$ 57,589	
- minus special project funds (designated, bequest, memorial)	(\$ 67,705)		(\$ 75,380)	
Adjusted Net	\$ 18,720		(\$ 17,791)	

From the Executive Director:

It was a good year! We achieved much and managed to recover financially. Mission-related accomplishments included the publication of the well-received Arcadia book, *Early Los Altos & Los Altos Hills*. Volume two is in the works, covering incorporation to the present. We also saw sevenfold expansion of the artifact catalog thanks to dozens of volunteers from Foothill College—amazing growth in our ability to serve the community by knowing our history.

Thankfully, the economic “rollercoaster ride” from last year slowed down, seeing recovery in our invested savings, and rental event income get back on track. Recovery helped immeasurably, but it was plain old hard work on fundraising, support from loyal members and donors and careful spending that ended the year a success – from our fabulously committed volunteers to our terrific professional staff. We restored the Lee Lynch and Marion Grimm memorial funds we had to tap last year. Despite waiting (again) on bigger projects, we kept the wheels moving, and have thoughtful, developing plans for the permanent exhibits, repaint outside and more — where much of this designated funding will be used.

Next spring marks the 10th anniversary of opening the “new museum.” We’re gearing up for a busy year with the Duveneck and water exhibits getting major buzz. Thank you everyone for another great year! - Laura Bajuk, Executive Director



Treasures in the Collection: predicting a history museum in place by 1970, this cartoon appeared the year the Smith orchard was being converted into our Civic Center. The community made it happen, and the museum has grown every year since History House opened in 1977.

Committee Reports, continued

Human Resources: Working in tandem with the Executive Committee, the HR committee continues as a resource to all Museum employees and board members. - *Kathy Lera & Jim Thurber, co-chairs*

Volunteer Development: We recognized a number of super volunteers this year. On April 8, 2010 Don McDonald was honored at the Los Altos Community Foundation Gardner Awards for his outstanding service to the museum in particular and to the community in general. The board of directors hosted a special dinner in his honor, recognizing his work with collections manager Lisa Robinson, on *Early Los Altos and Los Altos Hills* May 27th saw a very successful volunteer recognition party attended by over 150 people. Recognized this year were Cathy Anderson, Mardell & Gerry Blaufarb, Linda Eckols, Virginia Farthing, Chris Gilbrech, Edna Griffith, Kate Hangauer, Ann Oliver, Karen Purtich, Anne Roberts, Nomi & Fritz Trapnell, Nicolette Wilson, and Foothill College professor Bill Ziegenhorn.

My deepest thanks and respect go to our staff for their advice and ideas and to our wonderful committee. - *Jan Fong, Chair*

 **Los Altos
HISTORY MUSEUM**
51 S. San Antonio Road
Los Altos, CA 94022

Thank You to Our Donors

Thank you to those who took that extra step and contributed to the museum's operation by giving an annual gift. Your support—above and beyond—is very much appreciated!

Special Gifts

Designated Gifts, Grants
City of Los Altos
The David & Lucile Packard Fdtn.
The Geschke Foundation
The Grimm Family Fund
The Hitz Foundation
Los Altos Community
Foundation—Pillar Grant

Bequests
Ed Wildanger
Lee Lynch

Gifts Made in Honor of:
Chuck & Nan Geschke
Marion Grimm
Bill Henderson
Mary Jane Johnston
Dora Kawamoto
Don McDonald
Maureen McGinty
Evelyn Taylor

Matching Gifts from:
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AT&T
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BridgePoint
Charles Schwab
Dr. Kim Cockerham
Home Instead Senior Care
Judy Bogard-Tanigami, Alain Pinel
Lara Pai Designs
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Recology South Bay
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Tom & Sheila Baker
Bill & Karen Bennett
Bliss Beauty Center
Blue Heron Catering
Borel Private Bank & Trust
Cabot Cheese
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Cover Story
Crowne Plaza Hotel Cabana
Ephesus Gallery
Events of Excellence
Gordon Biersch Brewery
& Restaurant
Home Instead Senior Care
Karen Bevels Custom Catering
Los Altos Town Crier
Marich Confectionery
Northern Trust
The Party Helpers
Ristorante Bella Vita
Edward & Pamela Taft
Talula Bay Catering
Vintage Bath
Yves Delorme

Individual Donors (\$100+)

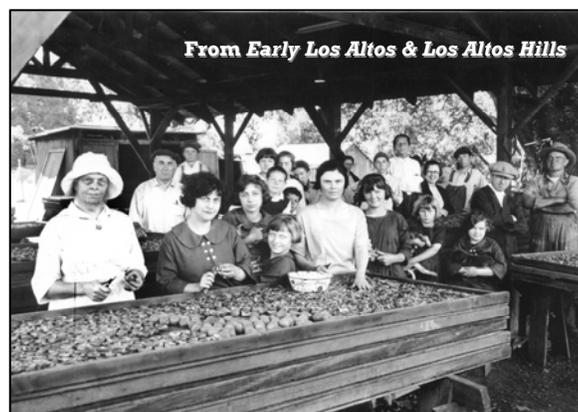
\$1,000+
Lois & Bob Adams
Bob Grimm
Geraldyn & Robert Mathews
Dean & LaVon Morton
George & Barbara Rugtvi

\$500-999
George & Ann Limbach
Edward & Pamela Taft
Fritz & Nomi Trapnell

\$250-499
Tom & Sheila Baker
Frank & Hyla Cameron
John & Linda Conover
Elayne & Phillip Dauber
Jeanne & Paul Foerster
Lew & Maureen Fraser
Kenneth & Anne Graham
Patricia Greenwood
Ramona Heinrich
Sue Hilger
Stephen & Robin MacDonald
Lou Mendel
Clyde & Lois Noel
Ann & Bud Oliver
Ruth Powell
Norene Rickson
Joe & Randee Seiger
Goody & Gerry Steinberg
Jim & Emy Thurber
Olga Wholey
Richard Zalisk

\$100-249
Margaret Abe
Clarence Ablow
Judy Anderson
Wesley & Mickie Ayres
Dave & Marie Backs
Ginger & John Beman
Larry & Carla Bjork
Bill Bryson
Coeta Chambers
Bruce & Gail Chizen
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Lisa Webster
Patti & Ed White
Robert & Nancy Williams
Boyd Wilson
Twila & Clay Woods



McKenzie family and friends cutting apricots, about 1923.