

*Drawing the community together to bring our rich history to life!*

OUR MISSION: COLLECTING, PRESERVING AND INTERPRETING THE HISTORY OF THE LOS ALTOS AREA.



*Many Lives Touched: the community responded enthusiastically to our original exhibition on the impact of the Duveneck family.*

**From the President:** Celebrating thirty-three years as an Association and the tenth anniversary of the opening of the Los Altos History Museum have made 2010-11 a very special year for our community. The Shoup Centennial was exciting and a wonderful way to commemorate our anniversary.

The museum staff and volunteers should be extremely proud of their programs and accomplishments for the 2010-11 year. Events including the 24<sup>th</sup> annual Crab Feed, the 4<sup>th</sup> annual Fashion Show, 2<sup>nd</sup> Train Days and the 25<sup>th</sup> Antiques Show are always successful and big crowd-pleasers. Exhibits like the Duveneck exhibit were skillfully researched and executed along with being well received by our community and our neighbors.

Moving forward, we are so excited and pleased to introduce the upcoming water exhibit. This wonderful and educational event would have not been possible to produce and create without the support of our staff, volunteers, community members and underwriters. The Museum continues to make a substantive difference in our community and I am full of pride to be one of its representatives and supporters. Thanks everyone, for your marvelous enthusiasm. - Patti Rose, President

**Collections** – Lisa Robinson, Collections Manager & Sande Stuart, Collections Committee Chair

*New information on the founders of Los Altos:* One of the highlights of the year was communicating with Robert Slobe of Sacramento, whose great-grandfather, Daniel Johnston, was a founder of Los Altos about whom we previously had little information. One of four partners in the Altos Land Company, Johnston was in business with Paul Shoup many times over, and they remained good friends and business associates until Johnston's death. A founding director of the Altos Land Company, Johnston was also vice-president of the Los Altos Water Company and president of the Altos Building & Loan Association. His son Carl Johnston is credited with naming the town "Los Altos" (Daniel had suggested the short-lived "Banks and Braes") and, while attending Stanford University, Carl helped lay out the streets of the new town.

Paul Shoup also had a son named Carl, who organized scrapbooks about his family. Much progress was made this year stabilizing, cataloging and scanning the scrapbooks, which culminated in a very special showing of the Shoup, Robinson and Kagawa collections at a reception for those families during the Shoup Centennial celebration.

*Permanent Exhibits Progress:* Delayed two years due to economic concerns, work on the permanent exhibits began in earnest, and the Smith House saw major improvements and refreshing. Another highlight saw the magnificent Steinway square grand piano (identical to the one Margaret Smith played) donated by Richard Johnson for the J. Gilbert Smith House. Installed and tuned, it was played at the May celebration of the re-opening of the Smith House. Changing exhibits also progressed: Lisa worked closely with each exhibit team, especially Irene Sasaki and Judy Dahl for the Duveneck exhibit, scanning documents and images and producing reproductions.

*Our team:* The collections are managed by staff member Lisa Robinson with assistance from long-time volunteers Sande Stuart and Judie Suelzle. This year they were assisted by four other volunteers including then-high school senior Jennifer Bakos. Jenny returned as an intern in June, after completing her first year as a history major at UC Santa Barbara, joining another former intern, Natalie Rich. Together they logged over 450 hours working with the collections, resulting in an increase of 1,060 database catalogue records.

Foothill College history students under the tutelage of Bill Ziegenhorn continued to volunteer with the collections; this year the project was adapted to better cater to those students who needed to conduct research on their own. The results of some of their projects can be found at <http://historyengine.richmond.edu>. In addition, several students from Foothill's Anthropology department, under the tutelage of Sam Connell, shadowed Lisa in order to gain an understanding of the profession and students from this department, and aided in the scanning of Florence Fava's documentation relating to the Creekside Oaks archaeological dig conducted in the 1970s.

**Education** - Anne Roberts, Chair

The Education Committee had another outstanding year. Over 1,000 students came to the museum – a new record! In April, we welcomed 550 3<sup>rd</sup> grade students from all seven LASD schools, as well as two private schools. Classical toys of the 1930s were added as a "hands-on" activity to the J. Gilbert Smith House tour. The 4<sup>th</sup> grade tours held in May welcomed 532 students from all seven LASD elementary schools. Teacher evaluations were again very positive.

In partnership with the Historical Commission, the topic for the 2011 Margaret Thompson Historical Essay Contest was "Hidden Villa: the Duveneck Family Legacy." 258 grade 3-6 students submitted essays and Covington and Oak Schools tied for the trophy. An ice cream social was held for the winners and their families, followed by recognition from the mayor at the City Council meeting.



Duveneck family on the steps of Hidden Villa.

## Changing Exhibits

The heart of our mission, to “collect, preserve and interpret the history of the Los Altos area” is expressed in our changing exhibitions, which continually evolve to help our history to come alive. Working with the community, the subject and content of these exhibitions attract a diverse group of people into the Museum. Our educational programs and lectures further augmented and enhanced exhibit presentations, such as quilt expert Nancy Bavor or local guest lecturer Kay Payne speaking on quilt history, the personal stories attached to the lives of the Duveneck family and Family Day at Hidden Villa, or special train demonstrations led by our local model train collector Dick Blanding. Kudos to our volunteer teams who create these wonderful exhibits – their work is truly affecting and enriching our community. Three exhibits were warmly received and enjoyed by thousands of visitors:

**By Hand:** *American Women with Needle & Thread* (June 10-October 31, 2010) showcased a variety of beautiful quilts and handiwork from members of the community.

**Holiday Bells & Whistles** (November 4, 2010-January 2, 2011) was a selection of model trains, Meccano constructions and hand crafted quilts.

**Touching Lives:** *The Duvenecks of Hidden Villa* (January 20-June 26, 2011) revealed the many facets of this quietly revolutionary family.

– Jane Reed, Collections & Interpretation Chair

**Docents:** We added five new docents this year, keeping pace with our attrition rate. We handled over 40 special tours, from which we have made some new friends. We hope to grow this idea to bring in even more people!  
– Marilyn Henderson, Chair

## Marketing & Public Relations

The Marketing team completed several initiatives:

- Defined new tag line: “bringing the community together to celebrate our rich heritage.”
- Increased publicity in local periodicals including *Los Altos Town Crier*, *Mountain View Voice* and the *Daily News*.
- Steve Yvaska of the *San Jose Mercury News* wrote about the Museum a few times (quilt exhibit, antiques show, Shoup Centennial and Holiday Stroll) and stated “There never seems to be a dull moment at the Los Altos History Museum.”
- Increased our social media presence on Facebook, LinkedIn and Twitter.
- Began a Constant Contact email messaging system and published a member survey, online and in print.
- Created [marketing@losaltoshistory.org](mailto:marketing@losaltoshistory.org) to make it easier for press contacts to reach us.
- Received 500+ new addresses from participants at Train Days 2010.
- Increased visitor count to our “window on Main Street” at the LAVA Holiday Stroll.
- Arranged for LAHM to be part of Whole Foods’ Nickels-for-Non Profits; received \$1,200 + for this community outreach.
- Created a new banner for Museum and community events (pictured). – Karen Purtich & Nicolette Wilson, Co-chairs



### Demographics – Pidge Barry, Chair

**VOLUNTEER HOURS:** ranging from just one to over 600 hours given in a year, 126 volunteers reported **10,749.75 hours**.

**ATTENDANCE:** **Breaking all prior records, a whopping 21,853 people** came to the Museum this year. 15% were first-timers and 5% came on school tours.

## Facilities & Grounds

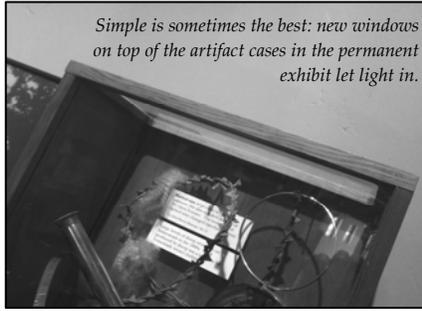
**Facilities:** It was a busy year for both buildings. The big news this year was that, in partnership with the City, we painted the outside of the main museum, and the Smith House got a new shingled roof and rebuilt porch roof. The house also got renewed screens on the windows, another new set of front stairs, and the former kitchenette was remodeled into an exhibit space featuring 1917 Yosemite photos taken by our own Gilbert Smith. The garden saw replacements lights for the oak trees, and the main kitchen got a new floor, thanks to water damage repairs. – Marie Backs and Paul Foerster, Co-chairs

**Garden:** Another good year. Our generous and faithful volunteers from the Los Altos Garden Club once again made it all possible and our staff gardener, Faustino Carillo, was a reliable and steady worker as always. It is a huge garden with endless needs; money spent was greater than allocated but each season required new plant purchases to keep the garden fresh for our special events and rentals. Oak root fungus killed more plants than usual this past year and unfortunately will continue to do so. Jim Coburn was so good about the irrigation which needs constant readjustments and reconfiguring. The City kindly brought us compost, fixed leaks and repaired the brick courtyard sinkhole (believed to be gopher tunnels). We’re thinking of a how-to-garden class or a bird/insect discovery adventure for kids some day. – Caroline Landsbergen, Chair

## Fund Development

We were again privileged to have *pro bono* assistance from fundraising professionals who contributed their expertise to further develop our fundraising strategies. The Crab Feed and Fashion Show were major fundraising events, and we honored our city’s heritage with the Shoup Centennial. We continue to work on strategies to increase individual and corporate donations, and encourage members to enhance their contributions by utilizing their employer match where offered. The Museum was recently accepted into the Incubator Project

of the Silicon Valley Planned Giving Council, which over the next two years will provide resources and hands-on mentoring for developing and implementing an endowment program and planned giving activities to ensure the museum's long-term financial stability. We need and deeply appreciate the enthusiastic participation of our members and members-to-be! - Lois Adams & Karen Purtich, Co-chairs



Simple is sometimes the best: new windows on top of the artifact cases in the permanent exhibit let light in.

**Crab Feed:** Netting roughly \$65,000, the Crab Feed ran smoothly, and enhancement of the silent auction was especially noted. We look forward to February 4, 2012 – when we celebrate 25 years of this super fundraising event. - Cathy Anderson & Patti Rose, Co-chairs

**Rental Events:** A great year! Mark Perry once again excelled in booking our Museum for beautiful weddings, memorials and celebrations. Our financial return equaled the prior year, and we are well on our way to a bright season in 2012. We hear wonderful praise for Mark and his handling of these complex events, and are grateful for his contributions. - Marie Backs & Jeanne Foerster, Co-chairs

**Membership:** We experienced a modest but steady growth (5%) in membership this fiscal year, starting the year with 715 members, ending with 750 members, and peaking at 791. We implemented streamlined membership dues as well as re-defined business membership levels. We began to sell memberships in the Store and at events, implementing a 10% discount when members join or renew then and there. We continued the practice of timely, updated renewal letters when membership renewals were due, and to send formal welcome messages to new members when they joined. Our plan includes a goal of 1,000 members by the end of FY2011-12. - Nomi & Fritz Trapnell, Co-chairs

**Store:** Books were our big sellers during the past year. *Early Los Altos and Los Altos Hills* enjoyed very brisk sales from its publication date onward and continues to be popular. Josephine Duveneck's *Life on Two Levels*, which has been carried in the store since the museum opened ten years ago, was very popular during the recent exhibit. The store continues to stock a large selection of books covering local history as well as an extensive selection of other Arcadia books of local interest. Train merchandise sold well during the popular "Train Days." Eclectic general merchandise makes for good browsing and while numbers are not maintained of the visitors to just the store, it does appear that traffic increased during the popular Duveneck exhibit. We are looking forward to another successful year. - Diane Simmons & Jean Kenny, Co-chairs

### From the Executive Director:

If last year was a year of holding our collective breath, this one was a return to growth and excitement. A productive retreat in August identified shared goals—to continue to strive for excellence in exhibits and programs, expand our educational programs, and better address maintenance issues. To that end, the board established a "10th anniversary fund" to make major renovations to the museum buildings and to the permanent exhibits, especially *Crown of the Peninsula*. Further, they allocated funds given in memory of Marion Grimm to upgrade and refresh the Smith House. Together with the City, we got major work done on both buildings.

On the personal side of history, we crossed through three generations in time with the Shoup Centennial celebration. Little did we know as planned a fabulous gala weekend that we would introduce today's family members to the descendants of their great-aunt and -uncles and to the Kagawa children (now seniors) they saw in family photos. Many of them had never met before, nor understood just how important their families are to Los Altos history. It was an incredible experience, and we are still learning more.

The diverse exhibits and programs planned and executed by our volunteer teams continued to touch the lives of many people. From the Duvenecks to quilts to trains, there was something for everyone, all beautifully presented and carefully researched. Next year, Los Altos will celebrate 60 years as an incorporated city, and this community museum will continue to tell our stories—of today, 60 years ago, and the days long before incorporation. Thank you everyone for another great year! - Laura Bajuk, Executive Director

### FINANCIAL REPORT 2010-11

*Despite projecting a deficit budget, we actually earned more than we spent on regular operations, and barely touched our savings in order to undertake significant renovation projects.*

	2010-11 FYE Total	Budgeted	% Budget
<b>Income</b>			
Special Events ( <i>before expenses</i> )	\$ 117,956.38	\$ 94,200.00	125%
Rental Events Income	75,228.50	88,000.00	85%
City Grant	65,000.00	65,000.00	100%
Donations	48,150.48	38,950.00	124%
Grants/Others	32,500.00	45,250.00	72%
Membership Dues	25,506.50	31,500.00	81%
Store Income, minus COGS	9,137.78	6,000.00	404%
Museum Image Use Fees	2,401.51	770.00	312%
Interest Income (banking)	1,912.63	1,000.00	191%
Miscellaneous Income	1,314.00	250.00	526%
Transfer from designated funds	-	40,000.00	0%
<b>Total Income</b>	<b>\$ 379,287.78</b>	<b>\$ 410,920.00</b>	<b>92%</b>
<b>Expenses</b>			
Salaries, Wages, related expenses	\$ 163,429.20	\$ 180,918.68	90%
Professional Fees*	82,410.66	76,307.00	108%
Supplies*	72,663.01	83,707.00	87%
Services*	31,105.36	68,555.00	45%
Maintenance & Repairs*	12,088.57	1,800.00	672%
Administrative Expense	9,606.02	7,302.00	132%
Marketing Expense	7,354.09	9,500.00	77%
Insurance	1,825.00	8,519.46	21%
Miscellaneous	1,349.98	500.00	270%
Equipment Expense	1,030.40	1,400.00	74%
Rent or Lease of Buildings ( <i>storage</i> )	584.95	-	
Travel & Entertainment	267.00	1,750.00	15%
<b>Total Expenses</b>	<b>\$ 383,714.24</b>	<b>\$ 440,259.14</b>	<b>87%</b>
<b>Net Income</b>	<b>(\$ 4,426.46)</b>	<b>(\$ 29,339.14)</b>	
<b>Value of Invested Savings:</b>	<b>\$ 614,160.54</b>	<i>Prior FY: \$ 523,977.72</i>	

# Thank You to Our Donors

Nearly 600 people and businesses contributed to the Los Altos History Museum, in membership, outright gifts, sponsorships, ads and in-kind gifts. Thank you to those who took that extra step and contributed to the museum's operations. Your support is very much appreciated!

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Twila & Clay Woods  
Richard Zalisk  
Lucy & Dan Zemanek

## 2010-11 at a Glance

### Community:

Attendance Hits a New  
Record: 21,853 guests

Education Tours Jump to  
over 1,000 Students

Membership Peak: 791

Volunteer Hours: 10,750

Community Partnerships and  
Grants Given for *Shaped by  
Water* Exhibition

Pillar Award from the Los  
Altos Community Foundation

"Like Us" – find the Museum  
on Facebook!

### Collections & Exhibits:

Shoup Centennial Reunites  
Friends & Family

Duveneck Exhibit Touches  
Thousands of Lives

Artifact Catalog Expands  
by 1,060 Records

Smith House Gets Major  
Facelift, Inside & Out

Permanent Exhibits  
Renovation Begins

Main Museum Painted

### Financial:

Board Establishes 10th  
Anniversary Fund

Special Events Fun  
& Successful

Rentals Events Program  
Very Successful

Investments Recovered  
(and all fingers crossed)

Individual Donations &  
Memberships Continue to  
Build Our Success

– THANK YOU!



This list may be partial, and reflects  
our records as of 9/1/2011.  
Questions? Contact Laura  
at 948.9427x10.