



**Petaluma Historical
Library & Museum**

Petaluma **M**useum **A**ssociation

Preserving the Unique History of Petaluma and Providing
Educational and Cultural Services to the Community

Quarterly Newsletter

*Join Us This Fall in Celebrating the
Viticulture History & Wines of Petaluma*
(color insert inside!)



Ginger Irwin, "Petaluma Vineyards"

SUMMER 2014

VOLUME 24, ISSUE 3

Dia de los Muertos (Day of the Dead)

by Teresa Fröschl

THIS IS A custom that began centuries ago. In Mexico it is observed on November 1 and 2.

It is a tradition to honor a deceased member of your family. Dia de los Muertos is a ritual celebration in which the spirits of dead loved ones are invited to visit the living as honored guests. This tradition reflects the belief that death is part of life. Instead of sadness this is a time of remembering and rejoicing.

At home an altar would be built and cemeteries would all be cleaned up and decorated. On October 31 the children's spirits are honored. The family would spend November 1 through November 3 at the cemetery remembering their deceased family.

A special committee was organized several years ago to present this custom in Petaluma because of the large Latino population here and the many children in school who had to learn English and some of our customs. They felt this would be an interesting custom that the Latino children could share with students and the community.

Today, many businesses in downtown Petaluma feature an altar in their display window. In past years the Petaluma Museum has displayed several altars made by different families in the area. I have made altars here and also at the Petaluma Arts Center. Altars can also be found at the Petaluma Library and City Hall.

A parade is held every year starting downtown and ending at the Petaluma Art Center. This is a very popular event.

This year we will have an altar on display at the museum. We plan to have it up by the end of September through the first week of November. If you have any questions call Teresa Fröschl at the Petaluma Historical Library & Museum.



Teresa with Children's Altar

Petaluma Museum Association Board Executive Officers

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The Petaluma Museum Association Newsletter is published quarterly and distributed to our members. Many thanks to all our contributors and to our proofreaders and volunteers who help with our mailings. If you would like to contribute any news or item of interest to our newsletter you can email to mary@petalumamuseum.com

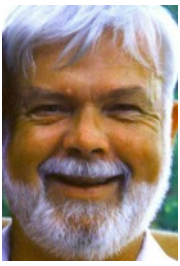
Deadline for submission is Oct. 1, 2014

Newsletter editor: Mary Rowe

**Petauma Museum Association
20 Fourth St.
Petaluma, CA 94952**

President's Message

PMA and Board of Directors involved with exciting plans for the museum



Dear Members and Friends,

IT'S BEEN A busy Spring for the PMA and your Board of Directors: Refining the way we do business, vastly increasing our outreach to new members and potential supporters, focusing our Collections Management to comply with professional standards, uncovering a nearly lost history of winemaking in Petaluma and planning an extensive program of events to celebrate our new exhibit, "Petaluma Viticulture History & Heritage: A Celebration of Wine & Community."

Because we are a small, volunteer and still underfunded museum, all this is being accomplished by the enthusiastic sixteen or so members of our Board of Directors and Standing Committees.

A major result of this intense effort will be the viticulture exhibit, opening on the 20st of September with a fundraiser presented by the Petaluma Gap Winegrowers Alliance at the Keller Estates Winery, followed by the exhibit

itself running through December, and four more marvelous events from September through November. I have every expectation that this series of exhibits and events will be inspirational and the envy of well-funded museums twice our size.

Please take a close look at the color insert for details, then share them with your non-member friends.

I believe nothing is more fun than success! If you want to make a significant contribution to Petaluma, and participate in our success with enthusiastic, fun volunteers, you can help us make even more significant progress. Kit Schlich is our Director of Volunteers, and she can place you where we'll make best use of your skills. You'll find her contact info on page 6 under PMA Committees, Docent & Volunteer Development. We look forward to working with you!

Sincerely,

Harry Nieuwboer
President, PMA



Regular Features

Petaluma History & Commentary:
The Women Who Came West

Museum Highlights

Volunteer Spotlight

It's a Mystery

Calendar of Events

Collector's Corner

Petaluma History & Commentary

by Skip Sommer

THE WOMEN WHO CAME WEST



4- yoke of oxen on wagon train (ca. 1850s) Note woman walking with whip and small boy with rifle

THE '49ERS HAD come from all over the world to follow the "American Dream" and to find fortune in California gold. It was the largest mass movement of people in history at that time, and some stayed to settle the land. They represented many different races and ethnicities, but less than two percent of those early adventurers were women.

After California became a State in 1850, the Donation Land Act went into effect, allowing twice as much free land for you to settle if you were "a family," rather than just a solitary prospector. The numbers of women coming West swelled dramatically.

Female equality was not legally recognized then (women acquiring the vote was still decades away), but the message from Washington was to make California settled and occupied. Most men "got it": that to be able to settle 640 free acres, they needed a wife. The population of Sonoma County in 1850 was 560, nearly one hundred percent male. By 1852, the population rose to 2,208 and ten percent of those

were "white" women.

Life on the Overland Trail was especially tough for women and children. The death rate for women was twenty-two percent higher than for men. Their family roots were torn asunder, they slept in a covered wagon—and trudged along—for two-thousand-plus miles, across deserts, rivers and mountains. They huddled in wagons that had no springs and suffered the rain, dust, snow, wild animals and Indians. One woman said it was: "unlike anything that women were prepared to endure."

A few of those coming West were children and they also were expected to help with all chores. The constant search for firewood and game was often assigned to children on the trail. Most boys could shoot a rifle well by age seven. They also helped their mothers set-up the fires and cook. Sparrow pot-pie became a favorite dish plus the "Three Bs": bread, beans and bacon. Girls would tend babies, sew and wash. The wagon-train trek was a family effort. Usually women and children walked alongside the wagon to

spare the animal's workload.

Arriving at a river or stream was a treat for the women, not only for the fish they could catch for dinner, but to place to wash laundry and chat. Missing everyday feminine companionship, women took these times to get together informally. The news of the trail was spread this way from wagon train to wagon train.

The wagons were built of hardwood and then tarred so they could float; the covers were made of cotton canvas coated in linseed oil. An average load consisted of 200 pounds of flour, 150 pounds of bacon, 10 pounds of coffee, 20 pounds of sugar, 10 pounds of salt plus other staples such as vinegar, dried beans and rice. That equals about six months of cooking over an open fire, rain or shine. The wagon load would also include medical supplies, gunpowder and shot, tallow, tools, canvas, ropes and nails. Nails were especially valuable, but very heavy.

Fully loaded, the wagons weighed over a ton for the oxen to pull. Outfitting was expensive

too. The wagons cost between \$400 and \$500 in Independence Mo., the "jumping-off place". Four or six yoke of oxen were necessary to pull them 15 miles a day. Their lives depended upon finding water, wild game and forage daily. When times became desperate, they ate their own animals.

Fear was a constant companion of women on the trail. Thousands of free-roaming men joined the wagon trains and a woman rarely knew what kind



of armed man was riding next to her or, if Indians were hiding in the next woods. Women carried knives and pistols. However, the big killers were dysentery, cholera and accidents.

Here are some quotes from early Petaluma pioneer, Anna Cromwell Reed: "It took six months, crossing the plains with an ox team. My father finally reached the border of California in the high Sierras in July of 1850 The oxen were starved and we all needed shelter and water My first recollection of California began, riding in that creaky old wagon, drawn by six emaciated cattle...the last of a herd of 22 that we had started with I think I must be one of the favored few, as I came here when California was but little more than a partially explored wilderness."

Anna Cromwell Reed and her husband John, had a son, Clarence, who practiced medicine in Petaluma. Clarence lived on Kentucky Street and married Dixie Travers Proctor in 1893. Dixie was the daughter of Israel Proctor, who also practiced medicine in Petaluma. Anna Reed's nephew, Lewis Cromwell, practiced law in Petaluma up until 1941. The Reeds, Cromwells and Proctors were important pioneer names stemming from the gold fields to our town.

The women coming West were mostly married women, but there were also singles and widows looking for a man to marry. It was said that: "single ladies (are) valued higher than gold."



Woman on the trail with wheel barrel of buffalo chips for fire

An editorial in the Alta Californian said,

"Women are the cement necessary in building society. Society here has no such cement."

This piece of advice was proffered: "An intelligent woman will carry three books with her. The spelling book, The New Testament and The Constitution of the United States."

Some of these women were inclined to start-up a business. They ran hotels and boarding houses, restaurants and laundries or found work as waitresses or maids therein. And, of course, there were the ever-popular dance-hall girls and prostitutes catering to wanderers with cash in villages such as Bodega, Sonoma and Petaluma. Petaluma stories include them all, some cloaked in mystery, some in great sadness. Stay tuned . .



This is the house that Dr. Clarence Reed lived in. The address is 253 Kentucky St.. Built ca. 1890

MUSEUM HIGHLIGHTS

April 10 was our annual Scotch Tasting event. This very popular fundraiser was sold out. Attendees enjoyed single malt scotches from Wilibeas Wine & Spirits that were expertly paired with a menu of small plates provided by Preferred Sonoma Caterers to complement each spirit. Steve Beal was our professional whisky guide. He is regarded as one of the top distilled spirits experts in America.

Thank you to Carol Sachal, who lead this event along with all the volunteers who set up, served the tables and cleaned up after.



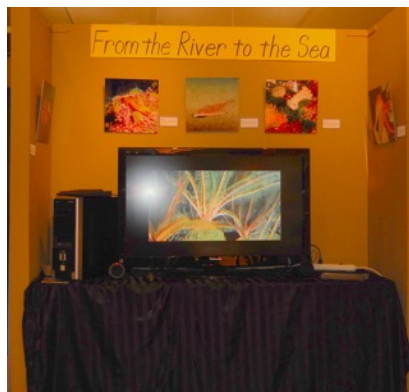
Steve Beal talks about scotch to a appreciative group.

April 17 was the opening day for our exhibit **Watershed Moments - From the River to the Sea**.

Solange Russek spearheaded this exhibit with help from John Fitzgerald, John Praetzel, Sarah Jochumson, Barbara Maxwell & Vicki Keith. Thanks to all their hard work. Thank you also to Jennifer Stock from Cordell Bank National Marine Sanctuaries who loaned us the photos and video for the exhibit and gave a lecture. We also appreciate the loan of images of agriculture from the M. B. Boissevan Collection.

Another part of this exhibit were artifacts and images of Petaluma from the past including a collection of Petaluma Sports Memorabilia. Thank you to Karen Tamborski, a PHS teacher who contributed Petaluma History Posters made by her students for a history project. These posters also included an audio explanation made by the high school students.

This exhibit also included a very informative lecture given on June 22 by Jennifer Stock, Education and Outreach Coordinator for Cordell Bank National Marine Sanctuary. She talked about her work with the sanctuary along with a slide show. Part of her lecture introduced us to the connection between the Petaluma River watershed and the ocean wilderness outside the Golden Gate. For more information and to find out how you can help go to www.cordellbank.noaa.gov We ended our exhibit run with another spectacular river tour guided by John FitzGerald.



Jennifer Stock lectures to an attentive group



John Crowley center with other Good Eggs
Photo courtesy of Press Democrat

May 19 we were happy to again host the Good Egg Awards. John Crowley was the recipient of the award this year. Many past Good Eggs were in attendance.

May 24 the museum was filled with the wonderful sounds of concert pianist **Jura Margulis**. This annual event was attended by new and returning guests who enjoyed his spellbinding performance.



Sarah Jochumson & Corinna Grimmert help with serving refreshments

PMA COMMITTEES

PMA's standing committees enable the Board of Directors to focus on running our non-profit organization to realize its fullest potential. Each committee is composed of volunteers organized under a chairperson listed below. We are providing contacts for each chairperson in the hope that you may want to find a committee that suits you and join our efforts in creating a dynamic Museum.

EXECUTIVE

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ADVERTISING & PUBLIC RELATIONS

Open . . . seeking a qualified candidate

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VOLUNTEER SPOTLIGHT



By Mary Rowe

Mary Stelzner

In her own words

As an Alameda native I was feeling most fortunate when I married a man from Berkeley in 1946. Others might have to move from this favored part of the world, but not us. We would stay put, right? Wrong!

Tom had another year at Cal to finish his engineering degree when he was called into Uncle Sam's navy in 1944, like many other young men during those war years. We had met at the Cal Newman Club in late 1942. While he was stationed at Treasure Island in late 1944 we were engaged. Tom was on his way to the invasion of Japan when the war ended before he reached the Philippines. We were married shortly after his return to Berkeley. Meanwhile I had graduated with a degree in Social Welfare.

In 1947. With degree in hand and the proud father of our first born daughter, Tom was hired by the company that became Chevron and reported

to their office in Orange County on October 1. Five more children completed our family in the 25 years we were in Southern California. Next came two glorious winters in Edmonton and Alberta, Canada and three summers in Bakersfield. Then back to the Bay Area at last.

But not for long! In April of 1981 Tom accepted an assignment to Khartoum, Sudan. Three summers and many travels and adventures later, to plan for retirement we returned to the Bay Area. Three country acres near Sebastopol were perfect for his long-dreamed farm. Ten years and many fruits, berries, and grapes later it was time to move back to city conveniences and the Petaluma home we have enjoyed ever since.

Between our several moves I was volunteering as a good way to meet people; PTA's, Girl Scouts and church activities were on my list, and here the museum is just right for volunteering.



Charles Craig

Native New Yorker thrives in Petaluma



Charles was born in 1929 in Rochester, New York. He lived in the suburbs and attended both elementary and high school in the Erie Canal town of Fairport. He enlisted in the Air Force in June of 1948 and served four years stationed at Selfridge Air Force base in Michigan.

After his stint with the military he attended college in Brockport, New York earning a degree in 1960 in Education with a major in Science. He taught in the Brockport Public school district. He met his future wife Patricia in Brockport and they had two sons.

Moving to Petaluma in 1968 Charles got a teaching position for 6th grade at McNear Elementary where he taught for 22 years, retiring in 1990. He remembers bringing his students to the museum when it was still the city library.

He continued to work doing part time jobs after his retirement. When he stopped working he found that he still wanted to keep busy so he started volunteering. Besides being a docent at the museum Charles also helps out at the Rohnert Park

Library book store.

Though now living in Rohnert Park he remarks that he has always enjoyed the ambiance of Petaluma with its architecture, people and restaurants. "I learned of a classic French Bistro in a marvelous central location and have been eating delicious food and socializing with friends." He also achieved a lifelong dream by becoming a licensed pilot.

Museum Highlights cont from pg 6

July 19 we were set up at the Rivertown Revival Festival with our PMA outreach material. Thank you to Paula Freund, Sarah Jochumsom and Corinna Grimmert who volunteered that day to get out the word about the museum and our upcoming events.



German student chooses Petaluma Museum for summer internship

We were pleased that Corinna Grimmert chose our museum for her six week internship. She comes from Oldenburg, Germany presently attending Business School at Euro Akademie.

Her goals while volunteering for the museum were to improve her language skills and to learn about history of Petaluma.

Corinna has a family relative living here and it was the perfect opportunity for traveling abroad and fulfilling her school obligations.

She has been a real asset to our office using her computer skills to scan and update our exhibit archives, designing fliers, photographing artifacts and inputting them into our database.

Corinna remarks that she enjoyed taking part in the 4th of July Bell Ringing at the museum and helping with the booth at the Rivertown Revival Festival.

We will miss her!

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Calendar of Events 2014

September 21 – December 29:

**The PMA's First Annual
"PETALUMA PAIRINGS"**

The PMA and the Petaluma Gap Winegrowers Alliance present a series of events this fall celebrating the viticulture history & wines of Petaluma. Make certain to join the fun!!

September 21 – December 29:

**"Petaluma Viticulture History & Heritage:
A Celebration of Wine & Community"**

An exhibit dedicated to telling the story of Petaluma's romantic experience with wine.

September 29:

Homecrafted Wine Competition
Museum Garden, TBD

October 4:

Cooperage Demonstration

French Master Cooper, Yann Guigen

Courtesy of Barrel Builders
Museum Garden, TBD

October 18

Cypress Hill Cemetery Tour

Period-dressed docent will tell the life story of several Petaluma founders. Meet at the Cemetery at 10:30 am.

October 24:

Petaluma River Cruise

Ride the "Delphinus" down the Petaluma River & enjoy the food, beverages and shared knowledge, \$50.00.

October 24:

Día de los Muertos

Poetry Reading
Museum Garden, 5:30 to 9:00 pm

October 31

Halloween:

Come to the steps of the Museum for your treat - 3-5 pm.

November 16:

"America's Wine: The Legacy of Prohibition"

A special screening of Emmy award-winning producer, Carla De Luca Worfolk's documentary. Mystic Theater, 2:30
Followed by wine & cheese in the Museum Garden Court.

December 7:

Holiday Tea

Place & Time TBD

December 31:

Annual New Year's Eve Concert, TBD



Petaluma Museum Association
Board of Directors Meeting
Second Tuesday of each month at 6:00 p.m.
Open to the Public

Volunteer and Docent Meeting
Second Monday of each month
at 2:00 p.m.

Be the first to find out about upcoming
events at Your Museum!

Follow us at www.petalumamuseum.com
www.facebook.com/PetalumaMuseum
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Your business card here

Become a Business Sponsor, Company Sponsor or Corporate Sponsor and enjoy the many benefits at those membership levels.

Business Sponsors will have their cards appear in the newsletter four times a year.

Company or Corporate Sponsors will have their logo appear in the newsletter four times a year.

Please check out the membership brochure enclosed with this newsletter for more details.

Support your local museum!

Our front & back of the museum gets special attention

by Paula Freund

Summer Report 2014
Facility Care and Maintenance Committee
(FC&MC)

The PHL&M's exterior received some special attention this season: globe boxwood were planted in the four façade vases and "Green Beauties" were planted at the base of the garden palm to replace the wind torn loropetalums.

Unfortunately, our beloved pig topiary died this spring and was replaced with two drought resistant



nandinas. Additionally, needed carpentry repair to our wooden benches was completed and the lettering and edges of our façade placard were given a fresh coat of paint.

On the interior, the committee has been working diligently with the city and PG&E to complete our project to upgrade the Museum's lighting. We hope to report completion of

the project in the next newsletter.

Petaluma Museum Association's Butter & Egg Parade Entry won the Helen Putnam Memorial Award for Best Entry Celebrating History

In keeping with the "Homegrown" theme of this year's Butter & Egg Parade, the Petaluma Museum Association decorated its 1925 Chevrolet chicken delivery truck to celebrate the viticulture history and wines of Petaluma. A beautiful grapevine arch proclaiming, "Petaluma, the Gateway to Wine Country" and live Montepulciano grapevines courtesy of **Novavine**, enlivened the truck. Ginger Irwin's lovely painting "Petaluma Vineyards" was hung between the passenger cabin and the hauling bed, and the pièce de résistance was a magnificent vintage winepress courtesy of Jim McCormick's California Wine Museum.

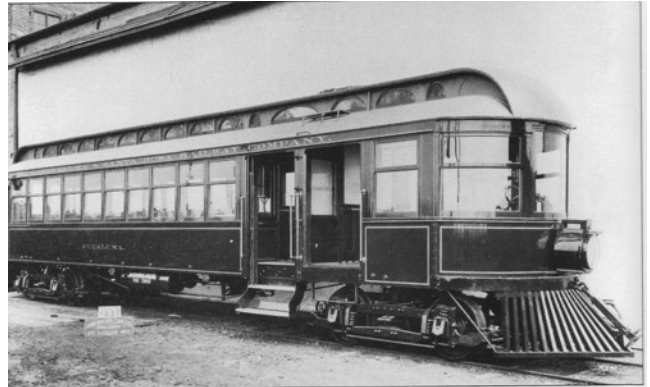
Marshall West drove the truck and the Petaluma Museum Association's President, Harry Nieuwboer,

accompanied him.

Petaluma Museum Association members and **Petaluma Gap Winegrower Alliance** members accompanied the truck greeting the crowd and encouraging them to attend the upcoming viticulture exhibit and events scheduled for this fall.



Mystery Photo Identified!



Car No. 51, the *Petaluma*

The photo above that appeared in our Spring Newsletter was the Watson Ranch (also known as the Old Mecham house) located on Pepper Rd and now the site of the Garden Valley Ranch Rose Nursery. Thanks to Bill & Carolyn Tennyson, Pam Torliatt, Debi Riddle, Leo Lane and Bill Kortum for responding to our request. Pictured is a painting of the ranch by local artist Dick Shell from the book Northbay Savings Bank Collection located in our

Bill Kortum states that “The large farmhouse and the railroad tracks were still there when I counted the Watson Dairy among my veterinary clients in the early 1960’s. Keegan Watson operated the dairy and his father John was a California Secretary of Agriculture. They leased just part of the historic and extensive Harrison Mecham holdings which extended to the north beyond the Washoe House and across what became 101 freeway to the top of Mecham Hill, two parts of which later became the first conservation easements granted to the Sonoma Land Trust and the Sonoma County Agriculture and Open Space District.”



Museum Store. Thanks to Debi Riddle, former PMA president, for reminding us of that book and for other useful information.

Bill Tennyson recalled that his father used to ride the electric train that went right by the Watson Ranch. Called the Petaluma and Santa Rosa Railroad Company it was incorporated on June 20, 1903 and John A. McNear was president. The route ran from Petaluma, northerly to Santa Rosa, northwesterly through Green Valley to Forestville and than southwesterly to Sebastopol with lines to Santa Rosa and Forestville.



Photo above is from the Sonoma County Library Photograph Collection. This Queen Ann style home was built in 1890 as a wedding gift to Isabel Mecham. Her father, Harrison Mecham, named it the Garden Valley Ranch. The John S. Watson family came as tenant-operators in 1926 and acquired interest in the property in 1965. Following an extensive electrical fire in August 1984 the building, despite its landmark status, was demolished. There are some original structures on the property today.

Membership

NEW MEMBERS

Frances Bruton, Kathleen Greaney, Helen Gunderson, Sandi Hansen, Tom Isaac – Course Co, Karen Lundholm, Nancy Maynard, Jack & Joyce Schipper, Mary Schollmann, Elizabeth Ward, June Wayne, Catherine Winters

RENEWALS

Richard Altman, Jeanette Ambroge, Virginia Anderson, Dina Angress, Kim Arfsten, Oralee Bean, Linda Beatie, Melissa Becker, John & Louise Benanti, Michel & Monique Braud, Ruth Browning & Karl Scheuermann, Frances Bruton, Jacquelyn Buchanan, Irene Carnazola, John & Helen Charlson, Maria do Ceu, Andy & Helga Christiansen, Steve Countouriotis, Charles Craig, Dorothy DeMare, Pat Donegan, Warren Dranit / Attorney At Law, Pru Draper & Family, Dick & Rita Dunbar, Florence Fadelli, Mildred Ferro, Deborah Fox Fitch, Maureen Friedrichsen-Reed, Marilyn Gambonini, Karin Gjording, Brian Granados, Jessica Greaves, Gerry Groves, Evelyn Gurevitch, Martha Gustafson, Ray & Pat Handyside, Helen Hagopian, Katherine Hall, Haroldine Hansen, Barbara Harden, Bob & Ronnie Harriot, Mike Harris, Stephan Jensen, Lawrence Jones, Robert Karcie, Richard Keith, Lisle Lee & Dan Brown, Carolyn Mack, Constance Madrid, Marjorie Miller, Janet Mobley, Clyde & Marian Nelson, Judy Nunes, Harlan Osborne, Ronn Patterson, Elaine Petersen, Ruth Robeson, Alexander & Carol Sachal, Gayle Sarlatte, Penny Shofner, Chris & Elaine Stevick, LaVerne Stout, David Strange, Karen Tamborski, Bill & Carolyn Tennyson, Pamela Torliatt, Don & Joy Waite, Ron & Dolores Westertep, Dick & Dorothy Wilcox

DONATIONS

John & Celeste Craemer
June Ferguson
Shirley McDonald
Ginger Irwin Nieuwboer – donated a painting for our Viticulture Exhibit
Penny Shofner
Clover Stornetta Farms, Inc.

Thank you for your support!

LIFETIME MEMBERS

Linda Adams & Ken Larson, Mr. & Mrs. Marv Ashman, Ron Bausman & Art Wagner, Jim Becker, Ann & Gordon Blumenfeld, Walter & Marilyn Bragdon, Tom & Kathy Brandal, Virginia Breedlove, Arthur & Selma Cader, Codding Foundation, Clark & Susan Coolidge, James and Liz Cohee, John Cota & Teresa Barrett, Jack Dei, Sr., Angela E. De Carli, Daniel & Elissa DeCaro & Family, Marvin & Shirley Dolowitz, Diane Dorfman, Karen & James Ely, June Ferguson, Bonna & George Flynn, C. Michael Forrest, Alice & Donald Forsyth, Jim & Kris Foster, Kathy & Richard Fries & Family, George & Margaret Gambonini & Family, Cheryl & Derlin German, Ken & Annette Goltermann Family, Margaret Gossett, Alice Guglielmetti, Bill & Connie Hammerman, Ann Hobrecht, Miriam Hodge, Gary & Lynn Imm, Carol Isaak, Toby Kaehler, Steve & Karen Kemmerle, Mildred King, Bill & Lucy Kortum, Jack & Verna Krout, Rollie & Shirley Leeburg, Catherine & Theodore Lehmann, Paul & Marlene Lewis, Blanch Lieb, Sid & Gerry Lipton, Constance Mahoney, Amy Malaise & Gary Fusco, Peter Masi/Master Cleaners, Charles & Evelyn Matteri, Shirley B. McDonald, Mc Dowell Drug Task Force, James & Sue Mc Isaac, Keith & Debbie McNeil, Robert & Virginia Merwin, Max Mickelsen, Pierre & Sonja Miremont, Tim & Lori Nelson, Tammara Norman & Edwin Hamilton, Ross Parkerson, Edward & Barbara Peterson, Ray & Ettamarie Peterson, Charles & Mary Pheil, Russel Pleech, Shep & Velma Porter, Lawrence Reed, Ed & Bernadette Ricci, Tim & Deborah Riddle, Katherine & William Rinehart, Walter & Emily Roeder, Rotary Club of Petaluma, Jerry & Mary-dee Roy, Gloria Salick, Nancy Sasser, Richard & Lucille Sharke, Shep & Lou Shepherd, Alba Silva, Skip Sommer, Springfield Place, Clarice Stasz, Thomas & Mary Stelzner, Barbara Tornberg, UBS Financial Services, Gene & Lenore Urbain, Vietnam Veterans of America, Chapter 563, Michael & Elaine Von der Porten, Marcie Waldron, Ruth Walker, Ron & Judy Walters, Margery Wolf, Sarah Young, Scott & Meredith Young, Nick Zaillian

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1. Visit our website, petalumamuseum.com, complete the membership form and make a PayPal, Visa or Mastercard payment
2. Complete the attached form, pay with Visa or Mastercard or enclose your check made payable to the **Petaluma Museum Association** and mail it to our address on the payment form
3. Call the **PMA** office at (707) 778-4398 Monday through Friday, between 10:00 AM and 3:00 PM, and pay with your Visa or MasterCard.

MEMBERSHIP BENEFITS & CATEGORIES

BASIC BENEFITS OF ALL MEMBERSHIP CATEGORIES:

- Discounted admission to temporary exhibits (admission to the library & permanent exhibits is free to all)
- Reserved seating at the Butter & Egg Parade
- Subscription to and acknowledgement in the **PMA** newsletter
- Personalized membership card
- 10% off Museum store merchandise
- 10% off gift memberships
- Invitations to previews & receptions

INDIVIDUAL \$35

All Basic Benefits
(\$20 memberships are available in this category to: Seniors, Educators, Students. Military is free)

FAMILY / DUAL \$70

All Basic Benefits, PLUS:
•Extension of Basic Benefits to an additional adult & children in the same household up to age 17
•Two personalized membership cards

RECIPROCAL MUSEUM MEMBERSHIP PRIVILEGES - "Museum Goer" Benefit

If you join the PMA at the Supporter level (\$125) or higher, you will receive free or discounted admission to more than 600 museums in the U.S. Some of the top Bay Area participating museums are:
Asian Art Museum • Walt Disney Family Museum • de Young Museum • Legion of Honor
CA Historical Society Museum • Charles M. Schulz Museum • Sonoma County Museum

SUPPORTER \$125

All Family / Dual Benefits, PLUS:
•Reciprocal Museum Membership Privileges

BUSINESS SPONSOR \$150

All Supporter Benefits, PLUS:
•Your business card in the PMA newsletter

PATRON \$400

All Supporter Benefits, PLUS:
•Personalized exhibit tour for you and 10 guests
•Listing of your name on the Museum's Donor Wall

COMPANY SPONSOR \$500

All Patron Benefits, PLUS:
•Your company logo in the PMA newsletter

BENEFACTOR \$750 +

All Patron Benefits, PLUS:
•Opportunity to be named the benefactor of a temporary exhibit or annual program

CORPORATE SPONSOR \$1,000 +

All Benefactor Benefits, PLUS:
•Your corporation's logo in the PMA newsletter

Payment Options:

- Enclosed is my check made payable to the Petaluma Museum Association
- Charge \$ _____ to my Visa MasterCard
- Card #: _____
- Expiration Date: _____
- Signature: _____

Member Options:

- I am interested in volunteering.
- I am interested in becoming a "Legacy Donor."
- I am interested in including the PMA in my Charitable Trust.
- Enclosed is my additional donation of \$ _____.

Petaluma Museum Association
Petaluma Historical Library & Museum
20 Fourth Street
Petaluma, CA 94952-3004

If you prefer, you can register your membership online at petalumamuseum.com, or call 707-778-4398

PETALUMA MUSEUM ASSOCIATION
Membership Categories

- Individual \$35
 - Senior, Educator, Student \$20. Military free
- Family / Dual \$70
- Supporter \$125 *
- Patron \$400 *
- Benefactor \$750 + *
- Business Sponsor \$150 *
- Company Sponsor \$500 *
- Corporate Sponsor \$1,000 + *
- * Reciprocal Museum Membership Levels

I want to initiate a PMA membership

I want to renew a PMA membership

Name: _____

Address: _____

City/State: _____

Zip: _____

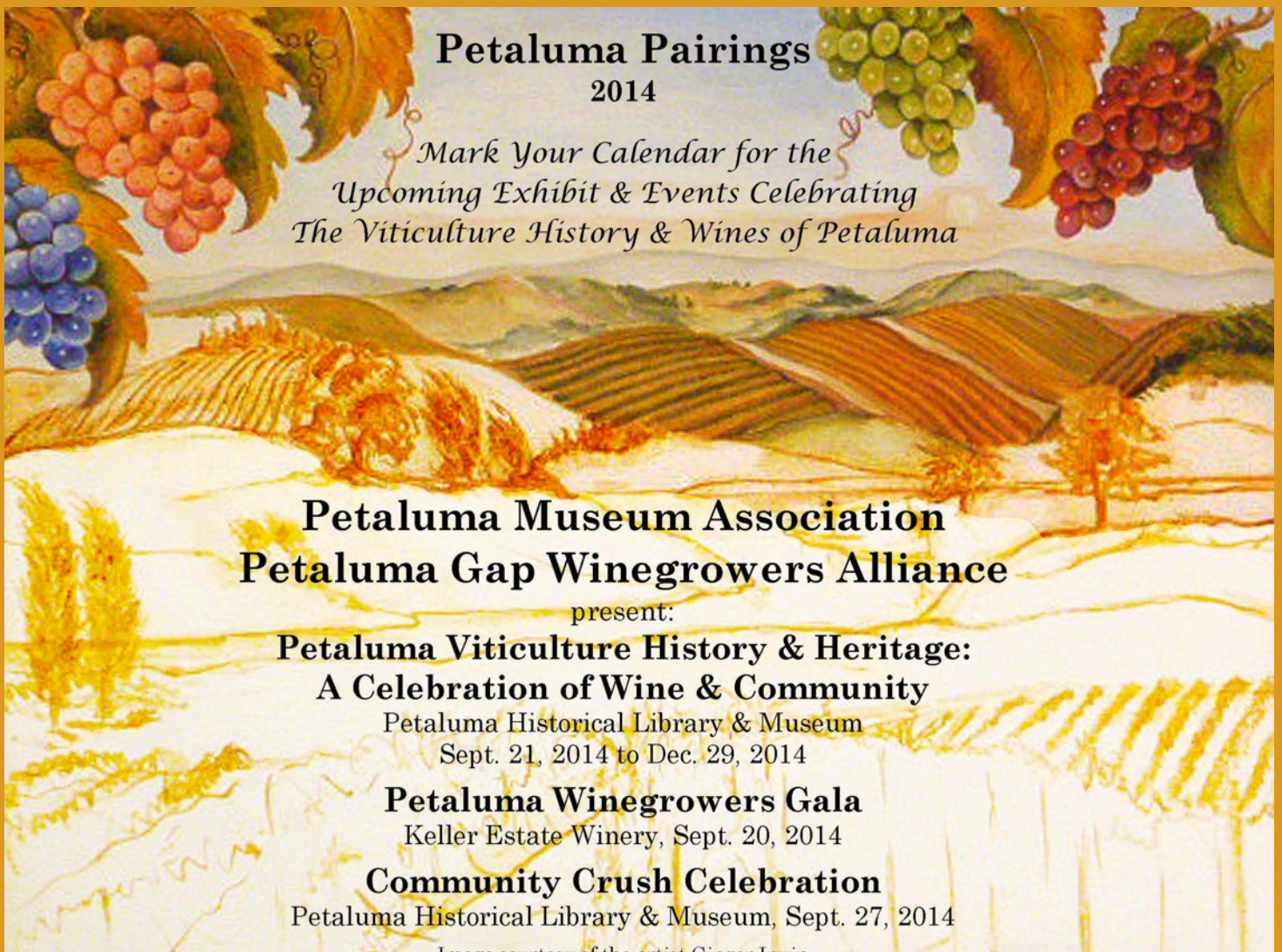
Phone: _____

Email: _____

PETALUMA MUSEUM ASSOCIATION
Petaluma Historical Library & Museum
20 4th St.
Petaluma, CA 94952
www.petalumamuseum.com

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Petaluma Pairings
2014

*Mark Your Calendar for the
Upcoming Exhibit & Events Celebrating
The Viticulture History & Wines of Petaluma*

**Petaluma Museum Association
Petaluma Gap Winegrowers Alliance**
present:

**Petaluma Viticulture History & Heritage:
A Celebration of Wine & Community**
Petaluma Historical Library & Museum
Sept. 21, 2014 to Dec. 29, 2014

Petaluma Winegrowers Gala
Keller Estate Winery, Sept. 20, 2014

Community Crush Celebration
Petaluma Historical Library & Museum, Sept. 27, 2014

Image courtesy of the artist Ginger Lewis