Reimagining Our Museum

MSC launches five-year strategic plan focused on capacity building, expansion of programs, and physical improvements to the Museum’s campus.

Attendance Soars with Fall Exhibitions

*From the Fire* and *Día de los Muertos* welcome thousands.

2018 Gala Highlights

Connie Codding receives inaugural Visionary Award.
Welcome

About Us

The Museum of Sonoma County (MSC) engages and inspires our diverse community with art and history exhibitions, collections, and public programs that are inclusive, educational, and relevant.

Jeff Nathanson, Executive Director & Art Curator
Eric Stanely, Associate Director & History Curator
Katie Aranza, Operations Manager
Jon Del Buono, Exhibitions & Facilities Coordinator
Patti Crandall, Financial Administrator
Cheryl Engle, Visitor Services
Tiffany Feagin, Visitor Services & Volunteer Coordinator
Cynthia Leung, Director of Public Programs & Tours
Al Reis, Visitor Services
Mekaela St. George, Collections Registrar
Maggie Stockel, Development Associate
Jonathan Steppin, Custodial Assistant

Richard Tempero, Chair
Lu Urrutia, Vice-Chair
Nancy Glaze, Treasurer
Diane Sotos, Secretary
Henry Beaumont
Steven Gelber
Eric Green
Ezbon Jen
Carin Jacobs
Jeremy Nichols
David Noorthoek
Staci Pastis
Estelle Rogers
Sande Schlumberger
Jack Steppin

Dear Members and Friends,

Last year was an exciting time of growth and change for the Museum of Sonoma County. We saw a steady increase in membership and our programs expanded to attract some of the largest audiences we have had in years. Hundreds of community members participated in the Fire Project and ultimately contributed to the exhibition From the Fire: A Community Reflects and Rebuilds. This exhibition honors what was lost, celebrates our community's resilience, and provides a healing and renewing experience for all our visitors. We are saddened by the devastating Butte and Ventura County wildfires. Our hearts go out to all who have been impacted.

Last January through June, we developed an ambitious five-year strategic plan that lays out a set of goals to make our Museum stronger and more financially stable. The first phase of our Re:Imagine! Plan, which focuses on improving the visitor experience. Come visit to see firsthand new signage and landscaping improvements. The Re:Imagine! Plan also includes goals to improve our exhibitions and increase our capacity to develop and present expanded education and public programs.

An important aspect of our new strategic plan was our decision to change our name to the Museum of Sonoma County. The decision to drop the "s" from Museums reflects our belief that art and history are both part of the integrated mission of our museum. We're excited about the possibilities for synergy between art and history and the From the Fire exhibition was co-curated with both art and history content.

Another positive change in the past several months was the addition of two new board members and two new staff members. Also, we developed new collaborations with other organizations, including Listening for a Change, Habitat for Humanity, Community Action Partnership, Artstart, and many more. We are growing and changing for the better and we are looking to the future with hope and enthusiasm. We invite you to join our journey forward!

Best regards,

Jeff Nathanson
Executive Director

Richard Tempero
Chair, Board of Directors

Museum of Sonoma County
425 Seventh Street
Santa Rosa, CA 95401

We would like to express our sincere thanks to Jennifer Webley for her many years of service on our board. Please join us in welcoming our new board members Carin Jacobs and Staci Pastis.
We are also pleased to welcome new staff members Jon Del Buono and Maggie Stockel.

On cover: Ballet Folklorico of Petaluma dancers at the Día de los Muertos Family Day on October 21, 2018.
The Museum of Sonoma County’s strategic plan was crafted with extensive input from museum staff, board, and community members and will serve as a road map for our organization as we move forward to become more inclusive, engaging, and accessible. The plan aims to guide the organization in its efforts to strengthen its exhibitions and programs, improve the visitor experience, increase community outreach, and build capacity. We look forward to creating more meaningful experiences for our visitors and the community.

A COMPLETE COPY OF OUR STRATEGIC PLAN CAN BE FOUND ON OUR WEBSITE: MUSEUMSC.ORG/STRATEGIC-PLAN/

See Something, Say Something is an exhibition featuring David Huffman, Linda Vallejo, and Evri Kwong, three artists who address important issues of our time from diverse cultural perspectives, with intelligence and wit. The warning, “See Something, Say Something,” on posters and in announcements at bus depots, train stations and airports, encourages citizens to stay alert and speak up if they notice something amiss. While the phrase originated to convey the threat posed by terrorism after the 9/11 attacks, in this exhibition the meaning is expanded to encourage individuals to call out additional threats to society such as racism, sexism, economic disparity, and climate change.

The Pacific Ocean: From ancient voyagers who spread throughout a watery world, to the Spanish treasure ships known as Manila Galleons, to the nineteenth century traders who plied the coast from Sonoma County to Peru, it is a world unto itself. Frequently viewed as an obstacle or the western edge of the American frontier, the Pacific World has many layers. Featuring a collection of sixteenth century Chinese porcelain traded across the ocean, art and objects of Oceania, and artifacts related to the Sonoma Coast, the Pacific World exhibition traces the influences of the Pacific on the history of Sonoma County and the North Bay area.

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From the Fire: A Community Reflects and Rebuilds is an exhibition commemorating the anniversary of the 2017 Firestorms. It examines the fires from personal, historical, and environmental perspectives, as well as highlights art’s power as a healing tool and creative outlet. From the Fire brought together The Fire Wall and The Fire Collection, projects developed immediately after the fires under the banner of The Fire Project. Included in the exhibition is a digital display of The Fire Wall, showcasing hundreds of artworks and stories submitted by members of our community. Salvaged artifacts contributed by the community to The Fire Collection are also exhibited. Over 200 objects and photographs were donated or lent to the museum in an effort to document the disaster for posterity.

The exhibition is meant to bond our individual attempts to process – as community members, artists, friends, or visitors. We honor what we lost, while cherishing what was gained – new perspectives, stronger bonds, and a profound appreciation for the human spirit. It is our hope that the combination of community-based artworks, installations by professional artists, and salvaged objects create a meaningful experience that will be healing and renewing to the community, and inspires us to continue to grow together.

From the Fire opened on October 6, 2018. 330 visitors joined us for a musical performance by Small Hat Band and remarks from the Mayor, as well as other guest speakers (see page 13). Throughout the run of the exhibition, the Museum hosted a variety of public programs related to fire recovery, including panel discussions, poetry readings, film screenings, and dance performances.
For thirty years, the Museum of Sonoma County and the Sonoma County Woodworkers Association (SCWA) have collaborated to present Artistry in Wood, a major showcase of fine regional craftsmanship. While firmly grounded in Sonoma County, Artistry in Wood has developed a broader reputation as one of the most respected annual exhibitions of woodwork in the state. All entries are juried by the SCWA Guild and are evaluated by expert judges for the Best of Show, as well as awards of merit. This year’s judges were Ross Day, furniture designer, maker and educator from Seattle; Paul Reiber, sculptor and woodcarver based in Mendocino, and Julian Shaw, woodturner and educator from Sebastopol.

DÍA DE LOS MUERTOS (Day of the Dead)

Day of the Dead (Spanish, Día de los Muertos) is a joyous remembrance of the lives of family members and loved ones who have died and a celebration of the cycle of life. The holiday is celebrated on November 1st and 2nd throughout Latin America, but is more closely associated with Mexico, where it originated. The Museum’s annual Día de los Muertos exhibition has become a visitor favorite over the years. This year’s exhibition included artwork and altars designed and created by Peter Perez, Liz Camino-Byers, Mario Uribe, Raúl Guzmán, Tracy Ferron, and Martín Zúñiga. Also featured were works by hundreds of students, through the Memory Portrait Competition, and large murals painted by students from Community Action Partnership, ArtStart, and museum volunteers. The Día de los Muertos Family Day was the most popular event of the year, with over 450 visitors.

TOURS

Docent-led tours are available upon request for groups of all ages. To request a tour, please complete a tour request through our website or contact our Director of Public Programs and Tours. Tours@museumsc.org or 707-579-1500 x 105.

INTERESTED IN BECOMING A DOCENT?

To become a docent, please complete a volunteer application through our website or contact our Volunteer Coordinator: VolunteerMSC@museumsc.org or 707-579-1500 x 110.

A giant canvas tarp, stretching over four tables, serves as the backdrop for the Museum’s summer youth program. As a young boy is painting, artist Peter Perez offers guidance and instruction. “He reminds me of myself,” he says fondly. Today, Perez is a retired graphic artist and advertising mogul, but is still a working artist and loves to help young people in Youth+Art, a summer arts youth program funded by Creative Sonoma and run by the Museum. “The program connected three nonprofit organizations, the Museum, Artstart, and Community Action Partnership,” explained Museum Director of Public Programs and Tours, Cynthia Leung. Perez and the students painted two large canvas tarps with skulls, flowers, Quetzalcoatl (the feathered serpent god), La Calavera Catrina (a female skeleton), and Xoloitzcuintli (a Mexican hairless dog breed) for the 2018 Día de los Muertos exhibition. The canvas murals created a colorful backdrop for the exhibition.

Youth+Art had over 40 participants who came to help paint the murals. They ranged in age from 7 to 55, but the focus was on the youth to provide them with art instruction, mentoring, and a safe and creative space in the summertime.

While some may discourage their children from pursuing a career in the arts, Perez can attest to “drawing [himself] out of poverty,” and he encourages young people who are passionate about art, to consider it. “Art school or majoring in art at a four-year university isn’t for everyone,” Leung opined, “but we want students to know that it is a viable option and there are scholarships available. We wanted Youth+Art to provide a window into the art and museum world.”
The Museum preserves and manages an art and history collection of over 18,000 objects, the region’s largest object documentation of Sonoma County’s history and cultural realm.

**HANSEL MIETH**

**A LIFE IN PHOTOGRAPHY**

BY ANN SEBASTIAN

Special Projects Volunteer

Many of us “of an age” grew up reading *LIFE* Magazine, or at least looking at the photographs. We now recognize the names of Dorothea Lange, Margaret Bourke-White, Hansel Mieth… wait, who?

Hansel Mieth was married to fellow photographer Otto Hagel, both emigrating from Germany in the early 1930s, and both working for *LIFE* during the ’30s and ’40s, documenting scenes of the Great Depression by photographing families and individuals affected by the dire economic crisis. Mieth and Hagel’s travels covered the entire country, starting in the east and ending in California, where they made their permanent residence in Sonoma County. Along the way, the subject matter of Mieth’s photographs included all levels of society, from the famous - Albert Einstein, for example - to the downtrodden living in the Sacramento city dump, as well as a very large gorilla.

It was, of course, not unusual for a woman photographer to be employed by a major publication in the 1930s, much less to have her work valued and printed. But, fortunately, *LIFE* publishers recognized talent before gender. Lange left her mark as a Depression-era portrait photographer, including her work with the Farm Services Administration. Bourke-White was a staff member at *LIFE*. Both women made names for themselves by virtue of the quality and volume of their output.

Mieth, equally talented and possessed of a heightened social conscience, never reached the same level of name recognition during her association with *LIFE*, although she, too, was elevated from freelance to staff in 1937. The photographs she made on assignment were often edited out of the magazine for being too controversial, or were published out of the context of their original intention. Her images, however, survive as some of the strongest and most successful works of photojournalism produced in the United States during the years surrounding World War II.

The Museum of Sonoma County began to acquire the Mieth and Hagel black and white photos in 1991, when Hansel Mieth herself donated eighteen photos from the collection of her husband, Otto. In 1992, she gave two more iconic photos to the Museum, one of the Pomo artist Gloria Armstrong, and one of the funeral of Rodney Maruffo, son of the Kashia chief, who was killed in Vietnam.

Shortly after Mieth’s death, her friend and caregiver Georgia Brown donated 88 additional photographs to the Museum. In 2015, the Museum mounted a major exhibition featuring nearly all the Mieth-Hagel photos in the collection.

**NEW ACQUISITION**

**BY MEKAELA ST. GEORGE**

Collections Registrar

Baseball has always been a favorite Sonoma County pastime. In 2018, the Museum was pleased to accept a gift of this Santa Rosa Rose Buds baseball jacket from Dorothy Nordyke into our growing Sports Collection. The jacket was originally owned by her husband, Joseph Nordyke, a Santa Rosa native, who played with the Rose Buds from 1955-1957. Santa Rosa, like most Sonoma County cities, has had baseball teams since the late 1800’s. The Santa Rosa Rose Buds have been playing baseball since 1920. In 2018 they won the 18+ Mountain Division World Series Championship in the Men’s Adult Baseball League (MABL)!
2018 was a busy year for our volunteers! From the annual Gala to opening receptions, and the many programs in between, our volunteers have given their time and talent to the Museum. We are lucky to have a dedicated group of people contributing their time on a daily basis.

Last September, the volunteers helped to make the annual Gala a seamless event. Día de los Muertos Family Day wouldn’t have been possible without our wonderful volunteers helping with sugar skull decorating and face painting. They show up rain or shine for all events and programs and assure that the visitor experience is the best that it can be.

A sense of community is important at the Museum and we try to create a variety of group activities for volunteers. Last year we were lucky enough to have a private tour of sculptor John Pashilk’s art studio, as well as a movie night at the Museum.

“Thank you” is not enough gratitude for all that our volunteers do. Without the hard work and support from our volunteers, we would not be able to accomplish nearly as much. It is because of them that we can provide such a positive experience for our visitors. I look forward to watching the volunteers and the program grow!

INTERESTED IN VOLUNTEERING?

To join our volunteer community, please complete a volunteer application through our website or contact our Volunteer Coordinator: VolunteerMSC@museumsc.org or 707-579-1500 x 110. While Tiffany no longer works for the Museum, we would like to thank her for her service and dedication to the organization. We wish her the best of luck in her new chapter.
In recognition of her many accomplishments and contributions, the Board of Directors proudly presented Connie Codding with the inaugural Visionary Award. Connie has been a loyal friend and tireless advocate of the Museum and the importance of preserving our history for generations to come. We are so grateful to Connie for her leadership and the vital role she plays in strengthening the fabric of our community.

The Many Benefits of Membership

Free Admission & Events
Get into the Museum of Sonoma County for free! Members now enjoy a new core benefit: free admission to select programs and events.

See 1,000+ Museums for Free
Members at the $125 & up level get reciprocal membership to 1,000+ museums across the country. www.narmassociation.org

SATISFACTION
Join our community and help sustain the Museum of Sonoma County as a vital cultural and educational resource.

Thank You!
Below is a list of our current members at the Support, Advocate, Patron, Director and Benefactor levels as of November 30, 2018.

LIFETIME
Margorie Barnebey
Norma Person
Joan F. Schulz
Eileen Trione

Benefactor
Myrna and David Fleckles
Theresa and William Fritz

Advocate
William Banzer
Harry Beaumont
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Jennifer Bice
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Estelle Rogers & Harold Kwalwasser
Signarama
Dale & Susan Schmid
Sonoma State University
Diane Sotos & John Pashlik
Spirit Works Distillery
Richard & Margaret Templeo
Liz & Mario Uribe
Wooden Spoon Technologies

Many Thanks to Our Gala Committee
Liz Uribe, Chair
Katie Azanza
Nancy Glaze
Cynthia Laung
Jeff Nathanson
Estelle Rogers
Richard Tempero
Maggie Stockel

Questions? Contact:
Maggie Stockel
Development Associate
707-579-1500 ext 104
mstockel@museumsc.org

Learn more about membership online: https://museumsc.org/membership/

Questions? Contact:
Maggie Stockel
Development Associate
707-579-1500 ext 104
mstockel@museumsc.org
THANK YOU!

Below is a list of our current local business members as of November 30, 2018.

PLATINUM
Bohemian
The Engine is Red
Exchange Bank
Santa Rosa High School
Signarama
Spectrum Private Wealth Advisors
Wooden Spoon Technologies

GOLD
Sonoma County Philharmonic
Sonoma State University

Membership supports the Museum and provides your business with valuable benefits such as brand promotion and free admission to the Museums for your employees. FOR MORE INFORMATION AND TO JOIN OUR PROGRAM, PLEASE CONTACT Maggie Stockel, Development Associate, 707-579-1500 ext 104, mstockel@museumsc.org

We made every effort to ensure that this list is accurate and complete. If there is an omission or error, please accept our apologies and notify Maggie Stockel so we can correct our records.

Maggie Stockel
Development Associate
707-579-1500 ext 104
mstockel@museumsc.org

Nan Wagner
Arlene Wasserman
Dewey and Susan Watson
Christopher and Cheryl Watt
Carrice and Jeffrey Weber
Carole Wells Dunn
Barbara and John Whitaker
Jill White
Franklin and Carol Williams
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See website for closures

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$10 – general
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• Children 12 & Under Free
• Museum Members Free
• Reduced admission applies when one museum building is closed

425 SEVENTH STREET
SANTA ROSA, CA 95401
(707) 579-1500
WWW.MUSEUMSC.ORG

The Museum of Sonoma County (MSC) is a 501(c)(3) non-profit organization

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