



THE CORNERSTONE

Cupertino Historical Society
Members Newsletter

Volume 11 Issue 4
Summer 2001

The Cupertino Historical Museum

DIRECTOR'S REPORT Ethel Worn, Director

In the next year the Society will undergo strategic planning for the future. In preparation for this process the Board of Directors held a retreat earlier in the year to define the important goals for the Society.

Small organizations have been reluctant to move into the strategic planning process, but once the commitment has been made the benefits are great. A good plan gives direction, clarity of reason for being and keeps an organization on track. Public relations will be improved by making everyone involved better able to interpret the organization's goals and achievements.

Our small part time staff has always had to operate reactively. The plan, when completed will increase the foresight of the Society in terms of meeting future community needs and operating requirements. It will encourage initiative and provide direction with flexibility to address those needs.

Undertaking strategic planning will be an important operation and will include the total organization, not just the Board of Directors and staff, but volunteers, society members and some community members. We want this to be a dynamic process that will become part of our everyday working plan not just another "document" to be filed away.

*"Plans are nothing.
Planning is everything."*

Dwight Eisenhower



ROTARY, INTERNATIONAL OF CUPERTINO AWARDS MUSEUM \$1,500.00

In April 2001 the ROTARY, International of Cupertino presented the Cupertino Historical Society President, Charles Newman with a check for \$1,500.00 to help underwrite the upcoming Museum exhibit publications.

The education of Cupertino children has been a priority of this community since the early 1860's, when four (4) one-room schoolhouses were built between 1895-1882. As of June 2000, there were twenty (20) elementary schools and four (4) middle schools in the Cupertino Districts serving 15,344 students. Several of these schools are located in other cities, but are served by the Cupertino District.

Our exhibit will demonstrate the important role schools have played in the community. The 2001 exhibition will showcase a century of education from 1860 through 1950 by exemplifying the change from an agricultural to an industrial society; the change in curriculum; and the social impact of schools in Cupertino then and now. A close look at the history of the schools in this area will be provided. Included will be taped interviews from former students several of whom are in their late 80's and once attended the early schools, teachers who taught in the area and can shed light on the early curriculum and administrators who can discuss the management of the first consolidated school.

Through an exhibition emphasizing education we can anticipate:

- an increased interest from the local school district,
- a rise in student attendance at the museum,
- a contribution to the discussion on the relationship of the past educational practices to the present.

Thank you ROTARY, for helping to make our new exhibition possible.

PRESIDENT'S REPORT

Charles Newman, President

At the end of June, I will have served six years on the Society's Board, with this last year as President. This will be my last newsletter communication as President; so I would like to share some thoughts.

I joined the California History Center and the Cupertino Historical Society in 1979, soon after my arrival in Cupertino to work with Burrell Leonard and Will Lester at Vallco Park, Ltd. Both men, whom I came to know well and respect, were good, industrious, and farsighted men from early Santa Clara Valley families. They had what we call, "deep historical roots" and both had an abiding passion and appreciation for local history and the community. My association with them certainly heightened my awareness of Cupertino's historical past in my early years in the area.

My home town was Stockton, Calif., so I knew about the Donner Party, the "gold rush," Capt. Charles Weber, etc. and spent many weekends in my youth driving to "Mother Lode" places. I confess, I knew next to nothing of the Native American People living in the Northern part of our state for well over 5,000 years; or of Juan Bautista de Anza and his party who passed through the Cupertino area with him; nor of the "pioneers" who arrived with the Stephens-Townsend-Murphy Party and who so greatly "settled" this valley and other nearby environs; and very little more of the ongoing migration of peoples to follow from parts around the world. With history, as with most things, you never can know enough. I find history an unending saga - often with surprising revelations around an unexpected turn, but always at least interesting and well worth my time.

Starting in 1979, I became an active participant in the making of local history. I have seen the best fruit trees, growing from the most fertile soil, in an ideal climate and the industrial buildings for the processing and support of fruit - removed to make way for the next generation of building development: housing, manufacturing (Hewlett-Packard, Four Phase Systems, Tandem, Apple, etc.), research and development, professional offices, retail shopping centers. During this brief period, I have seen the passing of the Leonard and Mariani fruit plants and the Cali grain mill, around since the beginning of the "fruit go around," to quote Burrell Leonard. More shocking is the passing I have seen of the "new economy" buildings with "state of the art facilities," now gone because times, technology and the economics of it all, have changed (American Micro Systems, Four Phase Systems, Zilog). In 1985 I negotiated the lease for the \$2 Mil. development of the Rusty Pelican restaurant at Vallco (now Cupertino) Village, which did \$4 Mil. in sales the first year of operation. Things changed. Sales dropped and the restaurant closed. The building was demolished and now there is a Hilton Garden Inn, which seems to be the right use for the time being. The residence of Will and Hazel Lester, near Vallco Village, was demolished soon after Will Lester's death and today, a high quality, mid-density, residential complex, is on the site, providing badly needed housing at market rents for people locally employed.

The Cupertino Historical Society was formed in 1966 by long-time residents with deep roots in the community who wanted to record, collect, preserve, display and interpret the local history. Great progress has been made. A few people were able to provide some seed money to get a history society growing and producing. There has been abundant fruit! Today, with the ongoing help of a group of active, dedicated, volunteers, we have a collection of great historical worth and two museums to display things in. We have a part time professional staff which enables necessary administrative and museum matters to get done. We now own, through donation, a one-acre land parcel and the 1888 Snyder-Hammond House upon it, which site is a part of the 160 acre planned expansion of the Rancho San Antonio public park and open space area. The property ownership now provides an array of new opportunities to display and interpret local history in cooperation with, and with funding possibilities from, the City, County, State, and Federal government agencies, in addition to local sources.

There is never enough funding to do all we want to do. Most of the Societies' funding has come from our membership, to pay the modest administrative costs. We have twice gone to the City of Cupertino and each time help was given to keep our museums open and programs continuing. Up until a year ago, our total Endowment Fund was less than \$25,000. Burrell Leonard made a most generous gift of \$100,000, shortly before his death, to help move forward with a goal of having an Endowment sufficient to draw investment income from, to support administrative costs. I appeal to all our members and friends to consider the Cupertino Historical Society when donations are being made and as part of wills, trusts, estate and tax planning. The Society is a worthy tax exempt organization.

It is the people who are our members and friends that make our Society and make the association worthwhile. It has been my great pleasure and my wife Deborah's - to have served and be involved with the people of our Society and with local history as it unfolds each day.



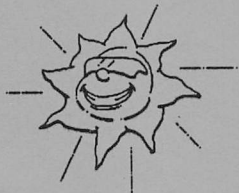
JUNE

- 2 Volunteer Meeting, 9am at QCC
- 13 Board Meeting, 6:30pm at QCC
- 26 Annual BBQ at QCC



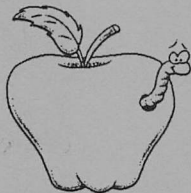
JULY

- 4 QCC closed in observance of Independence Day
- 7 Volunteer Meeting, 9am at QCC
- 11 Board Meeting, 6:30pm at QCC
- 11 Museum at QCC closes until Aug. 15
- 21-22 Cupertino Art & Wine Festival
- ** No General Meeting **



AUGUST

- 4 Annual Fundraiser at Picchetti Winery
- 4 Volunteer Meeting, 9am at QCC
- 8 Board Meeting, 6:30pm at QCC
- 15 Museum at QCC reopens
- ** No General Meeting **



SEPTEMBER

- 1 Volunteer Meeting, 9am at QCC
- 3 QCC closed in observance of Labor Day
- 12 Board Meeting, 6:30pm at QCC
- 25 General Meeting, 6:30pm at QCC

ANNUAL BBQ

The Cupertino Historical Society will hold its Annual June Meeting & BBQ on Tuesday, June 26, 2001 in the Cupertino Room at the Quinlan Community Center from 5:30 p.m. - 9:30 p.m.

It is sure to be a success as we look forward to renewing old acquaintances, honoring our new Board Members, and announcing pertinent business for the coming year.

For our listening pleasure, music of the 20's and 30's will be provided by the 'Monday Nite Overcast'. Raffle tickets will be available for sale at the BBQ - \$1 a piece or \$5 for 6. This years raffle prizes will include gift certificates donated by local businesses and surprises.

The BBQ dinner will be catered by Albert Bravo. Tickets are available for \$25.00 each and can be purchased at the Museum in Quinlan Community Center or reserved via phone. Please join us!

JULY - AUGUST MUSEUM CLOSING

From July 11th through August 14th the main Museum at the Quinlan Community Center will be closed to refinish the floors and install our new exhibit. The Museum will open for visitors on Wednesday, August 15, 2001.

GENERAL MEETINGS

Our thanks go out to those who presented at our past 2000-2001 General Meeting season.

- Sept. '00 Jim Arbuckle
- Oct. '00 Phil and Frances Bush, Loretta Bassman
- Nov. '00 Al Modine
- Jan. '01 Alverda Orlando, Peter McGettigan
- Feb. '01 Kristin Sullivan, Lucille Kendall
- Mar. '01 Phil Valdez, El Conjunto California
- Apr. '01 Carl Bradshaw
- May '01 Mary Sheila McMahon

The dining tables at our past meetings were beautifully decorated by Doris Beezley, Phil and Frances Bush, Charles and Kathleen Calhan, Florence Lindsey, Katherine Scanlan, and Mathilda Sousa. Thank you for the festive touches.

If members would like to sign up to decorate dining tables during the 2001-2002 General Meeting season, please contact the Museum to volunteer.

MEMBERSHIP

as of 06/04/01

Renewing Members: John Allan, David & Shirley Bates, Gordon Beckstrom, Mary Bigler, Wally & Carol Blabon, Ted Bollinger, Phil & Frances Bush, Laura Calloway, Opal Carle, Wendell Carman, Roy Dunn, Mary Eade, Cray Foley, Rosalyn Frolich, Steve & Diane Haze, Robert Hetz, Laura & Irwin Jacobson, Elena Kettler, Viola Lazaneo, Robert & Louise Levy, Winifred Mardesich, Bernice Midstokke, Hector Picchetti, Herb & Mae Regnart, Devereaux Rendler, Jerome Reynolds, Hamilton Ryder, Richard & Katherine Scanlan, Alice Schlim, William & Nancy Schott, Patricia Schunneman, Martin & Lauralee Sorensen, Mathilda Sousa, Pam Suwinsky, Winifred Tiltgen, Jim & Linda Walker, Ethel Worn, Ann Zarko, Dorothy Zeszutek.

New Members: Emma Darknell, Elizabeth Speece, Dennis & Elizabeth Whittaker.

Special thanks to our **Lifetime Members:** Joe & Doris Adamo, Audrey Breeding, Edward Cali, Gordon Frolich, Ruth Jackson, Marty Mathiesen, Nick Preis, Warren & Yvonne Holt, Don & Sally Allen, Rose-Marie Twu, Richard & Ellen Lowenthal.

OBITUARIES

The Cupertino Historical Society shares in the loss of Ronald F. Rifredi.

RIFREDI, Ronald F. -- February 1, 1936 - May 16, 2001. Ronald F. Rifredi, 65, of Benicia passed away Wednesday in a Concord hospital after a long illness. He was born in Cupertino, Ca and lived there until 1976 before moving to Benicia. Ron worked as a Pipefitter/General Foreman for more than 27 years, retiring in 1992 from United Association Local #342. From 1966-1974 he owned and operated Monta Vista Ready Mix. Ron was a Veteran of the United States Army during the late 1950's. He was a former member of the Benicia Yacht Club; enjoyed traveling across the United States from Coast to Coast including several trips to Alaska; and was a member of the Sons of Italy, Virgilio Lodge #1586. He is survived by his wife Rosaline Rifredi of Benicia; father Charles Rifredi of Los Altos Hills; brother Robert (Lorraine) Rifredi of Cupertino; sons Ron (Karen) Rifredi of Wasilla, Alaska, Richard (Cassi) Rifredi of Cupertino and Rod (Leeza) Rifredi of Yolo; daughter Kim Rifredi of San Francisco and step-children Paul Jones of Alabama, Karl Jones of Santa Rosa, Steve Jones of California City, Brenda Smith of Fairfield and Gailand Drawhorn of Bullhead City, AZ; 5 grandchildren and 2 great-grandchildren.

San Jose Mercury News, Fri., May 18, 2001

THE VOLUNTEER'S CORNER

Layla Tawil, Volunteer Coordinator

Here we are again, starting a new summer season. This season will bring not only old parts of the collection back into the limelight, but new openings for our volunteer/docent pool. Different items belonging to the Museum's collection will literally come out of the closets to be displayed in the exhibition hall at the Quinlan Center, when the Museum re-opens in mid-August for it's new exhibit of Cupertino's Educational History.

New changes will be seen in the volunteer pool regarding the staffing of the two sites for the Society. The younger volunteering students who work on Saturdays, will no longer be available this summer, as most of them are graduating this year, going off to college, etc. Although we are beginning to get inquiries from other students regarding volunteering their time this summer, there will still be a great need to cover Saturdays when the summer ends. There might even be an opportunity for the Museum site at Vallco to be open more weekdays during the summer, especially while the Museum at Quinlan is closed for the creation of it's new exhibition. This is a possibility because of student volunteers want to get as much time collected into their 'Community Service' logs during the summer instead of all throughout the school year. There will still be a great need for staffing Saturdays beginning in the fall for volunteer/docent coverage of the Museums at both

sites. More importantly, our valiant members who give up their time every week, and every month to volunteer at both sites for the Historical Society may have a personal need that might interfere with their volunteering calendar. That is why I ask everyone once again, to consider being an on-call volunteer for the Museum.

We still have a great need to fill last minute volunteer cancellations. Becoming an on-call volunteer is not a great disruption in anyone's life, but it can be such an enormous help to the Museum and the Historical Society in general. Please consider calling the Museum during it's open hours and requesting to be put on our on-call volunteer list for whichever site you would consider volunteering. I cannot express to you how much we all would appreciate a little bit of your time, and a little bit of yourself, in consideration for helping our little community. Many people receive much joy from the little time they spend with others in volunteering their time; and what better place to spend it, than the familiar artifact collection that was donated to the Museum by people such as yourselves.

By the way, have you been to the Museum lately? Remember this Exhibition will end July 7th! What a great way to inform us that you want to be signed up as an on-call volunteer, than visiting the Museum again before this Exhibition closes. See you at the BBQ in June, and the annual Fundraiser in August!!!

LOST DE ANZA DIARY COPIES

Phil Valdez II gave a talk at the Societies general meeting on March 27th. He had with him at the lectern and referred to four (4) diaries, or portions thereof, which he had reproduced as source material, as follows:

- Complete Font Diary, by Tiegard
- Father Crespi Diary
- Pedro Fages Diary, 1770 expedition
- Pedro Fages Diary, 1772 expedition

The four diaries are missing and can not be located. Phil Valdez is hoping someone picked up the diaries by mistake off the lectern or a near by table and still has the diaries. Please check any documents you may have taken away that evening. Call Ethel Worn at the Museum or Charles Newman at 408-735-8499, regarding any leads. If it is know the diary copies were discarded as trash, we would like to have that info. Mr. Valdez needs his source material. It will be very difficult for him to have new copies made but he will if he must.

GENEALOGY

At the April 24th General Meeting Carl Bradshaw of the Santa Clara Family History Center shared with us information about the resources available at the Center and assisted our members with organizing and conducting one's own genealogical research.

For those Society members who were unable to attend the General Meeting, packets containing worksheets and information regarding the Family History Centers are available at our Museum.

MARTY MATHIESEN REAPPOINTED

Governor Gray Davis announced the reappointment of Martin P. Mathiesen to the State Teachers' Retirement Board (CalSTRS).

Mr. Mathiesen, 89, of Los Altos, has served on the Board since 1996. He is former State President of the California Retired Teachers Association (1987 - 1989). He is a retired teacher with forty years of experience in education. Mr. Mathiesen spent most of that time in the Fremont Union High School District as a teacher, principal, assistant superintendent, deputy superintendent and acting superintendent. He graduated from California State University, San Jose, and earned a teaching credential from the University of California Berkeley.

1890 GREAT REGISTER

The Santa Clara County Historical and Genealogical Society has published the 1890 Great Register for Santa Clara County in book form. The cost is \$21 postage paid. To order a copy, please contact Grace Schmitt, President, SCCHGS at 408-541-9350 for further details.

MUSEUM OF AMERICAN HERITAGE

From June 8 to September 30, MOAH's "Tools of the Trade" exhibit will focus on the skills and tools of the craftsman of the 19th and early 20th centuries - the cooper, the joiner, the wheelwright, the sawyer, and the blacksmith.

The Museum of American Heritage is located in the the historic Williams House at 351 Homer Avenue, Palo Alto. Exhibit hours are 11 am to 4 pm, Friday, Saturday, and Sunday. Admission is free. Please contact 650-321-1004 for further information.

LOS GATOS MUSEUM ASSOCIATION

From June 6 to September 2, The Forbes Mill Museum of Regional History "Riding the Picnic Trains" exhibit will cover the story of the most successful narrow gauge railroad in California history, the South Pacific Coast Railroad, running from Alameda to Santa Cruz.

The public is invited to attend a reception at their museum on Sunday, July 8 from 1 pm - 4 pm.

The Forbes Mill Museum of Regional History is located at 75 Church Street, Los Gatos. Exhibit hours are 12 pm to 4 pm, Tuesday through Sunday. Please contact 408-395-7375 for further information.

ANNUAL FUND DRIVE

as of 06/04/01

Museum Patron : Joe Adamo, Sharon & Dick Blaine

Museum Founder : Hewlett Packard Co.

Matching Funds: Karen Parsons of Bank of America

SPECIAL THANKS

as of 06/04/01

We are also grateful to the following for their recent contributions to the Society:

- Bill Richerson, for the World Atlas
- Marilyn McMaster and Victoria Sanfilippo for their generous financial contribution toward the professional conservation of the Irene Mariani / Felix Perkov wedding items.

05/08/01

Cupertino Historical Society

Profit and Loss

July 1, 2000 through May 8, 2001

Jul 1, '00 - May 8, '01

Ordinary Income/Expense	
Income	
Member Dues	
Member New	300.00
Member Renew	4,660.00
Total Member Dues	4,960.00
Store Sales	332.71
Donations	
Donation Box Quinlan Center	276.00
Donation Box Vallco	82.00
Donations Unrestricted	40,390.83
Annual Fund Drive	14,033.73
Total Donations	54,782.56
Donations Restricted	
01 Exhibit	1,500.00
House Renovation	12,959.66
Traveling Trunk	496.85
Total Donations Restricted	14,956.51
Fundraising Events	
01 Picchetti Winery	2,000.00
00 San Antonio School	5,660.00
00 Summer BBQ	100.00
99 Fremont Older	12.00
Fundraising Events - Other	110.00
Total Fundraising Events	7,882.00
Interest Income	
Certificate of Deposit	860.16
Endowment Fund	11.08
MMDA Savings	620.29
Total Interest Income	1,491.53
Total Income	84,405.31
Expense	
Cost of Sales	
Sales Tax Paid	30.32
Total Cost of Sales	30.32
Fund Development	171.91
Restricted Expenses	
01 Exhibit	500.00
House Renovation	5,534.33
99 Exhibit	18.90
Collection Management	131.29
Education-Volunteer	157.12
Total Restricted Expenses	6,341.64
Fundraising Event Expense	
00 San Antonio School	2,145.45
00 Summer BBQ	72.49
Fundraising Event Expense - ...	3.22
Total Fundraising Event Expense	2,221.16
Membership	7.90
Museum Operations	
Utilities	188.95
Auto Maintenance	80.00
Insurance	3,402.00
Market Promotion	98.48
Printing	454.41

05/08/01

Cupertino Historical Society
Profit and Loss
 July 1, 2000 through May 8, 2001

	<u>Jul 1, '00 - May 8, '01</u>
Museum Operations - Other	250.00
Total Museum Operations	4,473.84
Office Expense	
Mailing-Postage	569.28
Office Supplies	756.96
Telephone	675.10
Office Expense - Other	652.19
Total Office Expense	2,653.53
Reimbursements to Staff	245.88
Staffing	
Payroll	
Payroll	28,149.13
Payroll Tax	5,243.81
Total Payroll	33,392.94
CHS Payroll Tax	2,595.11
Payroll, ADP	644.65
Profession Development	150.00
Workers Compensation Insura...	516.23
Staffing - Other	20.00
Total Staffing	37,318.93
Other Expense	-20.00
Total Expense	53,445.11
Net Ordinary Income	30,960.20
Other Income/Expense	
Other Income	
Memorial Endowment Fund Do...	2,290.00
CFSV Interest	3,984.99
CFSV Fees	-1,352.32
Realized Gain/Loss	-2,230.26
Total Other Income	2,692.41
Net Other Income	2,692.41
Net Income	33,652.61

MEET OUR BOARD

Karen Parsons, Secretary of the Board

CHARLES NEWMAN

Charles came to Cupertino in 1979 and began his employment with Vallco Park, Ltd. where his bosses were Will Lester and Burrell Leonard. Charles was Vice President and Director of Real Estate, handling development, leasing, property management and sales. Prior to that, he worked for Bay Area Rapid Transit as Real Estate Director, overseeing various related functions. Early in 1990, he formed his own company, CEN Real Property, a real estate brokerage business.



He is currently a member of the Association of Silicon Valley Brokers, Silicon Valley Association of Realtors and the Cupertino Chamber of Commerce. He has also served on the Boards of the Cupertino Historical Society, where he is current President, Euphrat Gallery, DeAnza College, where he was past President in 1988, and the Flint Performing Arts Center.

Charles is very proud to be a ninth generation American, his family dating back to 1635 Jamestown, Virginia. He is the proud Dad to three grown sons and five grandchildren who range in age from 5 to 21 years. He and his wife, Debbie, live in the elegantly restored San Antonio Schoolhouse where last year the Cupertino Historical Society held its festive fall fundraiser. Charles says, "I see history not as a snapshot. I see it as a continuum. We are making history now".

SHARON BLAINE

Sharon came to our fair city from Los Angeles in 1968 and has lived in the same house ever since, raising two daughters with husband Dick. They are now the proud grandparents of granddaughter, Sarah. Sharon remarked on how interesting it was, "watching the community grow up around us". She was very active in school programs during her daughters' school days.

She was on the Architectural and Site Committee for the City of Cupertino, then served as a member of the Cupertino Planning Commission for nine years. She was past President of the American Association of University Women (AAUW), Sunnyvale/Cupertino Branch and served on the Board of the Cupertino Community Housing for the Disabled. She became a member of the Cupertino Historical Society eight years ago and has served on the Board for six years where she is a past President. Her current term will end this June. She was also instrumental in the Society's fundraising activities. Sharon was awarded the City of Cupertino's CREST Award in 1998 and she has recently spent much of her time organizing her neighborhood for emergency preparedness.

Sharon's interests include travel, scuba diving with husband Dick, especially in Kona, gardening, golf and California history. Sharon has been a great asset to our Historical Society as well as to a grateful community. Thanks, Sharon!



Photos by Karen Parsons

THE CORNERSTONE IS PUBLISHED
QUARTERLY BY
THE CUPERTINO HISTORICAL SOCIETY

The Society is a private non-profit organization dedicated to the preservation and interpretation of the history of Cupertino and the surrounding region. It operates a main museum in the Quinlan Community Center, along with a satellite museum at Vallco Fashion Park on Stevens Creek Blvd. Museum hours are 10am - 4pm, Wednesday thru Saturday. The Vallco site is open Tuesday and Saturday 1pm-3pm. Admission is free and the public is invited. General meetings are held the 4th Tuesday of the month and are preceded by a potluck dinner. For additional information and recorded message call the museum at 408-973-1495.



C. H. S. linked to the City of Cupertino's web site:
<http://www.cupertino.org/update/civic/chs.htm>
<http://www.cupertino.org/update/events/events.htm>

BOARD OF DIRECTORS

Charles Newman, President
Devereaux Rendler, Vice President
Stefanie Singer, Treasurer
Karen Parsons, Secretary
Sharon Blaine
Emma Darknell
Steven Haze
Gail Hugger
Beez Jones
Leslie Pantling
Robert E. Vitro

MUSEUM STAFF

Ethel S. Worn, Director
Layla Tawil, Volunteer Coordinator
Corinna Schoenfelder, Registrar / Office Manager / Editor

WISH LIST

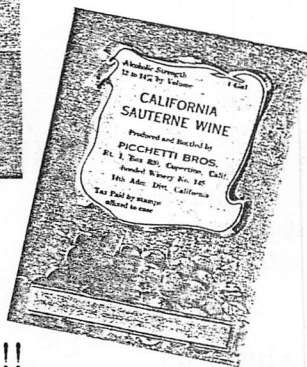
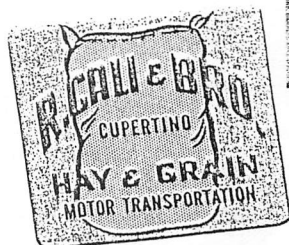
Heavy-Duty Stapler
Repair person for old repeater clock.

CUPERTINO HISTORICAL MUSEUM

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Cupertino, CA 95014
Tel: 408-973-1495

Fax: 408-973-1495 Please call before faxing.

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