



Cupertino Historical Society & Museum
presents

the Cornerstone

Spring 2018

Volume 28 Issue 3

HISTORY OF FELLOW RANCH VINEYARDS

Roy Fellom I was a California State Senator and lawyer from San Francisco. His grandfather, Matthew Fellom, a native of Denmark, had been one of the early “Anglo” settlers in the Gilroy area of the Santa Clara Valley years before the American Conquest (1822). Roy Fellom I bought a 250 acre piece of land on Monte Bello Ridge in 1929. The owner had been Paul Cena, who had a small vineyard and used the grapes to make wine which went into his little still in which he made grappa and brandy. The still blew up on him and due to prohibition laws he went to jail.



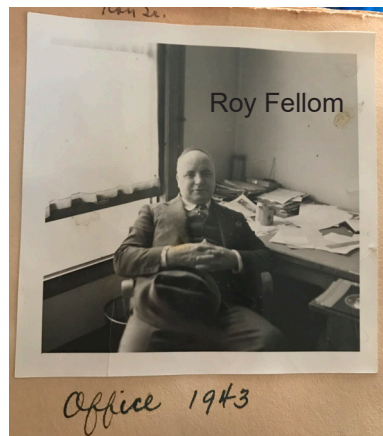
Matthew Fellom

Fellom and his son, Roy II (1910-1998), maintained the 2.5 acre vineyard and gave the grapes to Andrew Mikulaco, who made them into wine and gave some of it back to the Felloms. The Felloms also bought wine from the Picchettis. Roy II was a publisher of trade magazines. His son Roy (Bud) Fellom III, who runs the Fellom Ranch Vineyards wine operation today, is a general contractor and developer. He notes that wine was a regular part of his family’s life while he was growing up.

The Fellom Ranch is still owned by the family in two plots totaling 250 acres. It is about 3.75 miles up Montebello Road, about a mile past the schoolhouse. The property itself goes up to an elevation of about 2400 feet, so that some of it actually looks down on the Ridge Vineyards.

In 1980 the Felloms decided to get serious about wine growing. There were still remnants of the old Cena vineyard on the property, a few old Zinfandel vines, which still bear grapes, although not enough to become a part of their production. They planted 14 acres of vines, 12 to Cabernet Sauvignon and 2 to Merlot. In 1987 they bonded their little winery and went into production. The vineyard is non-irrigated and produces about 12 tons of grapes per year. They also make Zinfandel from the Harry Bellicitti vineyard off Quito Road in Saratoga. They get about 5-10 tons of grapes per year from this source.

Bud lives with his family, his wife Karen and his three children, two daughters, Brookes and Krista, and a young son, Eric Roy Matthew Fellom, whose name includes a good part of the family’s history. The family home was built in the 1940s. The old Cena home is still in existence and its cellar is the winery for the Fellom Ranch Vineyards operation. It has about 5,000 gallons of cooerage. They produce 1500-1700 cases of wine each year! Their wine is sold at the winery and wholesale in and out of state. Restaurants are an important outlet.





Cupertino Historical Society & Museum

Mission Statement

The mission of the Cupertino Historical Society and Museum is to preserve and illuminate Cupertino's past to inspire our youth, strengthen the sense of community, and shape a better future by making Cupertino history relevant and available to all.

Board of Directors:

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Newsletter Staff:

Donna Austin, Sharon Blaine, Valerie Abid,
Ragini Sangameswara

The Cornerstone is published quarterly by the Cupertino Historical Society, a private, non-profit organization.

BULLETIN BOARD

Annual Meeting and Speaker Program

Wednesday, May 16, 2018
5:30 p.m. - 7:00 p.m.. QCC, Cupertino Room

CHS&M Board Members Meeting

Wednesday, June 20, 2018
4:00 p.m. QCC, Cupertino Room

Holidays: QCC closed

May 28, 2018 - Memorial Day
July 4, 2018 - Independence Day

Museum Hours:

Located in the Quinlan Community Center, the museum is open to the public Wednesday through Saturday from 10 a.m. - 4 p.m. Admission is FREE.

PRESIDENTS' CORNER



Donna Austin



Jane Alvarado

Dear Members,

March has been a grape and goats history month. with so many things happening! Spring brought a new Winery/Vineyard exhibit and reception at our museum with almost 100 attending. The exhibit is quite impressive and covers so much wine history. If you haven't seen it, come by between Wednesday and Saturday, 10-4, or call us at 408-973-1495.

We've had goats munching weeds around Snyder Hammond House for a week helping us with our weed abatement. There was a Paul & Eddies amazing history visit in April. We were all able to leave a signed dollar on the ceiling and walls. On April 28th, we were honored with the Chamber STAR Award for the Cupertino Historical Society & Museum as outstanding small business of the year. Our Annual Meeting is coming in May with a talk from Bud Fellom a fifth generation vintner. And last but not least, we are having our up and coming Fundraiser Barbecue this year at Deep Cliff Golf Course on June 24th. What a way to start the year! We also have exciting plans with the city for getting our collection out of storage and into a new safe place at the Blesch House near the Blue Pheasant. This will enable us to sort, organize and enrich our collection for future exhibits. Come support us in our monthly endeavors to make history come alive! Become a member, volunteer to help in our museum, donate or become a sponsor.



L to R: Donna Austin, Mary Picchetti, Cheryl Gagliasso, Paula Quinterno, Gail Hugger

Donna Austin
Co-President

Jane Alvarado
Co-President

ECO FRIENDLY GOATS

By Donna Austin



Green Goat Landscapers did a wonderful job on an acre of land in the hills around the Snyder Hammond house. The area was surrounded with electric portable fencing that the goats were respectful of and so was the wildlife. About 40 goats roamed the area for a week nibbling and chewing weeds and grasses. This is an eco friendly way to handle weed abatement in our area and along Permanente Creek. Everyone seemed contented especially the goats!

SAVE THE DATES

Cupertino Historical Society & Museum Annual Meeting and Speaker Program

Wednesday, May 16, 2018

Quinlan Community Center

Cupertino Room

10185 N. Stelling Road, Cupertino

Refreshments 5:30 p.m.

Election of Board 6:00 p.m.

Presentation 6:10 p.m.

Admission is FREE.

RSVP:

ragini@cupertinohistoricalsociety.org

Or call (408)973-1495



Five Generations of Fellom Winemakers

A Presentation by Bud Fellom

In 1929, the property was purchased by the late California State Senator Roy Fellom I. The lands lay fallow for two generations until the latter part of the 1970s when grandson Roy Fellom III took on the massive task of developing a vineyard and winery on the ranch lands. Roy successfully carved out of the steep hillsides, a terraced vineyard of principally Cabernet Sauvignon with supplemental blocks of Merlot and Petite Verdot.

Today Roy and Karen Fellom nurture their estate vineyards and personally craft their award winning Zinfandel, Cabernet Sauvignon and Chardonnay. The Felloms devote their time and energy to produce a select collection of wines made without compromise.

Cupertino Historical Society & Museum Annual Fundraiser

A Sip of History

Sunday, June 24, 2018

5 p.m. - 8 p.m.

Deep Cliff Golf Course

DC Tap House, 10700 Club House Lane,
Cupertino, CA 95014

Tickets: \$60 per person
\$10 for children under 12

Please respond by June 15, 2018

For further information, please contact the
Cupertino Historical Society at **408.973.1495**
or visit cupertinohistoricalsociety.org



MEMBERSHIP NEWS

FEB 2018 THROUGH APR 2018

RENEWING MEMBERS

Jennifer Bohrnstedt
Louise and Morris Hosoda
Carolyn and Orrin Mahoney
Bill McCarty
Kathy Nellis
Laverne Rabinowitz
Barbara Rogers
Linda Sanders
Dolly Sandoval
Sean Sullivan

NEW MEMBERS

Anne and Samuel Ng
Roger Osborne
Amy Schott
Fabrizio Vitagliano

IN MEMORIAM

JOSEPH ADAMO

JANUARY 4, 1922 - FEBRUARY 21, 2018

Joseph Adamo was a life long resident of Cupertino. He was a planning commissioner for the City of Cupertino from the late 1950s to the early 1960s. He organized the historical reenactment of the De Anza Trek in Santa Clara County for the 1976 Bicentennial. He was awarded Citizen of the Year in Cupertino and given the title of Honorary Mayor for his successful efforts.

Joe will be remembered by the Cupertino Historical Society as a long-time member and for his active support of our events.



DARLENE THORNE

JUNE 15, 1937 - APRIL 2, 2018

"The Postcard Lady" Darlene Thorne, passed away April 2, 2018, surrounded by family members. She had served as a Cupertino Historical Society & Museum Board Member from 2009 to 2012.

Darlene presented her "Valley of Heart's Delight" program of Santa Clara Valley history to many organizations in the Bay Area. Her program showcased her extensive collection of rare and historic postcards.

Darlene was a real treasure and she will be missed.



ED HOFFMAN

Husband of
Dolly Sandoval
Died April 9, 2018.

Goodbyes
are not forever,
Goodbyes
are not the end;
It simply means
We'll miss you
Until we meet again.



Cupertino Historical Society & Museum

Quinlan Community Center

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Educational Scholarship Funds for the Cupertino Historical Society & Museum

Your generous gift will support educational programs such as the Traveling Trunk to our schools and Hands on History workshops, history lecture series, research requests from the community, unique and interactive exhibits, and the extensive archives and collections of the museum.

Gifts of any amount are greatly appreciated and go directly to support the programs and collections of the Cupertino Historical Society & Museum.

Donate

www.cupertinohistoricalsociety.org/donate

The Cupertino Historical Society is a 501(c)(3) non-profit organization. Your donation is tax-deductible to the full extent of the law. Our tax ID# is 94-2694547

Current resident or:

CHS&M EVENTS:

On March 14th our exhibit reception and salute to our vineyards and winemakers was a resounding success. There was a Proclamation for Service awarded to CHS&M from Evan Low's office. After a welcome from Cupertino's Mayor Darcy Paul and an introduction of new Chamber of Commerce members, the attendees networked, munched on some snacks and sipped history from their glasses. John Zirelli's wine bottle corking demonstration was a highlight. John generously contributed his commemorative bottles of wine as a donation to our museum!

Paul & Eddies Trip down memory lane was such a wonderful celebration of people's stories. Amy Schott the owner was a fabulous gracious host. Sheriff Laurie Smith rubbed elbows with people making history like herself. Former mayors Sandy James, Richard Lowenthal, and Orrin Mahoney mingled and sipped with the crowd of old timers like the Picchettis, the Gagliassos, and Quinternos. Gina Gaviglio shared stories of her grandfather Paul & her father Eddie whom she fondly remembers. A duo named Paul & Eddie (no relation) strummed a guitar and a mandolin. Scrap books, photos, hunting hats and memorabilia were on display. We all had a wonderful time! Cheers!



John
Diridon Jr,
John Zirelli,
Donna
Austin.



Paul & Eddies
co-owners:
Amy Schott,
Jeanne
Anderson



Sheriff Laurie Smith,
Donna Austin



Sandy James, Mike Rhode,
Donna Austin, Amy Schott



Gary Jones,
Richard Lowenthal,
Orrin Mahoney



Musicians:
Paul & Eddie



Sharon Blaine, Mike Foulkes,
guest, Donna Austin,
Mark McKenna



Gagliassos: Laura, David,
Donald, Cheryl



Gina Gaviglio,
Mary Picchetti



Paula Quinterno,
Judy Marchi