



**4 Volunteer Spotlight**

*Meet Archives volunteer  
Naomi Shand*

**8 Bertz Nebenzahl**

*Retired teacher turned  
philanthropist*

**14 Changes to Membership**

*New exciting changes to our  
membership are coming*

**18 Our Yearbook Collection**

*A trip down memory lane and  
invaluable research tool*

# Day <sup>of the</sup> Dead

 2017





## FROM THE DIRECTOR

In 1927, when the notion of a local history museum in Hayward was first proposed, there were grand projects in the making: the colossal busts of Presidents Washington, Jefferson, Lincoln and Theodore Roosevelt were dedicated at Mount Rushmore; The Jazz Singer, the first talking picture using sound-on-film processing was released in movie theatres; while in Monterey, the American Tin Cannery was constructed on the site of Point Ohlones, settled decades earlier by Chinese fishing families in 1851 and, near the end by 1945, the backdrop for John Stienbeck's novel Cannery Row.

Thirty years later, a citizens committee of Eden Township residents called for a group of people sufficiently interested before "the pieces of evidence which compose that history are scattered farther from Hayward, or are lost." From 1957 to now, these fledgling steps in a pageant where today along Foothill Boulevard, another group of equally interested people are working to ensure that the sentiments and progress of HAHS's long-sighted charter members are carefully maintained and, like granite, standing on a solid foundation.

HAHS has always been about the people who lived, risked and shared in the work, play and striving at this intersection of East Bay commerce. The papers, photographs, artifacts, furnishings, properties and the stories left behind are critical links to who were once and who are today's pioneers. Perhaps at a moment when our national life seems unhinged, our area community offers a reasonable, accessible place to find comity among neighbors and purpose beyond one's self.

Three recent donors, Berty Nebenzahl and Ed and Donna Martins, truly understand that lessons learned here will make an incalculable difference to the children who experience our tours and exhibitions. (Profiles of these generous donors are found on pages 4 and 8.) Few places are more dedicated to our shared values than your friendly, area historical society, which may be why individuals like Ed and Donna, Berty and so many others—salaried and volunteer— give of themselves to keep the hearts and minds of every visitor welcomed and inspired by the evidence preserved within these walls.

—AT Stephens, *Executive Director*



HAYWARD AREA HISTORICAL SOCIETY

# Venues

## BOARD OF DIRECTORS

**Norman Fobert**  
President

**Katie Allen**  
Vice President

**Peggy Collett**  
Secretary

**Jacques Gautreaux**  
Treasurer

Sandra Davini  
Mariellen Faria  
Pat Hodges  
Karen McHenry-Smith  
Amy Nelson Smith  
Georgiandra Ostarello  
Richard Patenaude  
Matt Riley  
Guy Sandoval  
Connie Willis  
Julie Wong

## STAFF

**AT Stephens**  
Executive Director

**María Ochoa, PhD**  
Deputy Director

**Tatyana Long**  
Bookkeeper

**Diane Curry**  
Curator & Archivist

**John Christian**  
Associate Archivist

**Gretta Stimson**  
Collections & Historic  
Properties Manager

**Marcess Owings**  
Membership &  
Marketing Manager

**Bria Reiniger**  
Education & Volunteer  
Manager

**Winda Shimizu**  
Outreach Coordinator

**Tiffany Ramoneda**  
Visitor Services &  
Event Manager

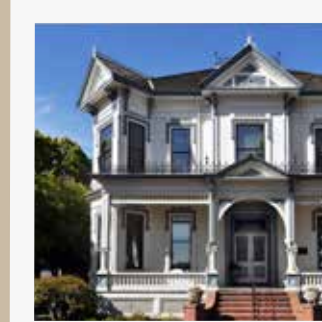
**Jessica Spencer**  
Administrative Assistant



## HAHS MUSEUM OF HISTORY & CULTURE

Historical and cultural exhibits and events plus a children's gallery, museum store, and cafe! Open Wed - Sun, 10AM - 4PM.

22380 FOOTHILL BOULEVARD, HAYWARD



## McCONAGHY HOUSE

A lovingly preserved 1888 Eastlake style Victorian. School tours available. Open the first weekend of the month, 11AM-4PM.

Tours at the top of the hour, last tour at 3PM.

18701 HESPERIAN BOULEVARD, HAYWARD



## MEEK MANSION

Built in 1869 by William Meek. Located on nearly 10 acres. Currently undergoing restoration.

17365 BOSTON ROAD, HAYWARD



## SAN LORENZO PIONEER CEMETERY

Final resting place of over 2000 residents from politicians to paupers and Hayward area pioneers. Open on the second Saturday of the month, May through September, 10AM-2PM.

HESPERIAN BLVD. & COLLEGE STREET  
SAN LORENZO



# Ed and Donna Martins

## Giving Back to Keep HAHS Moving Forward

Edward E. and Donna L. Martins have long supported community organizations and civic efforts in the greater Hayward area. In 1961 Ed was elected as an inaugural Trustee of what is now called the Chabot-Las Positas Community College District. His public service includes time spent as an attorney with the City of Hayward. Ed was also elected President of the Hayward Rotary Service Club, and was one of the co-founders of the club's foundation. He was also instrumental in the founding of the Angelina Silva Pediatric Clinic located in south Hayward.

Ed and Donna's philanthropy is well known throughout the Bay Area, and HAHS is honored to be a recent beneficiary of theirs in a most significant way. Ed and Donna have pledged \$30,000 over the next three years to make museum entrance free to the general public. Ed and Donna have asked that visitors be provided with a small card that prompts them to make a contribution to the museum. HAHS Deputy Director María Ochoa recently spent time talking with Ed about his and Donna's decision to contribute funds to HAHS.

*María Ochoa: What inspired your generous gift to the museum?*

Edward Martins: The museum gives audiences a history of how the various communities in the area developed over the years. Where else are you able to obtain, in an easy way, a visual portal into the past? Our museum, with its fine exhibits, is giving us that, and it is a worthy endeavor.



*MO: You want HAHS to ask people to make a contribution to the museum by distributing a card reminding them of the free admission they are enjoying. Why was this request of our audience a condition of your gift?*

EM: Probably one of the last expenditures we may think about is supporting something that we don't use regularly, but that has great value. Sometimes people need to be reminded about how important the museum is. We hope that our contribution will invigorate others to join with us in aiding this worthwhile cultural institution.

*MO: Is there something that you would like to say to someone who might be thinking of becoming a donor to HAHS?*

EM: Please be financially supportive of the museum. You can include HAHS in your estate planning by making a bequest. But I think it is much nicer to see your contribution enhance other's lives, and would encourage others to give while they can see the benefit of their generosity.

# Naomi Shand: Archive Volunteer Extraordinaire

Naomi Shand has volunteered with HAHS for almost 4 years starting out as a Gallery Guide, then making her way to the Archives. Naomi was first tasked with the daunting project of creating an inventory of the US Congress Member Fortney "Pete" Stark Collection. The Stark Collection is made up of over 90 file boxes with dozens of folders compiled in each box. Naomi went folder by folder and box by box to help in the completion of this months long project now making the Collection much easier to examine and use for research.

Naomi's next project (and a favorite of HAHS staff) was her transcription of correspondence exchanged between Claire Livingston and Vern Silver. These letters were sent between 1944 and 1946, while Claire worked at the Green Shutter Dress Shop and Vern was stationed in the Marshall Islands performing his wartime military service. Naomi worked with the numerous three to four page hand written letters that documented the couple's courtship, their marriage, which occurred when Vern was

leave, and her pregnancy with their first child. As a result of her transcription work, Naomi created a document of more than 900 typed pages.

Now that this aspect of her work is completed, Naomi is annotating the manuscript with information about the historic events that were taking place, as well including information about the people and places that the Silvers wrote about in their letters. The service that Naomi has contributed to the Archives is invaluable and we could not be more delighted to have such a HAHSome Volunteer!

*HAHS has excellent volunteers that come in week after week, month after month, and year after year to help with tours, programs, collections, and archival work; these volunteers support staff and are essential to keeping your Historical Society a living, breathing organization. For this reason we wanted to highlight our outstanding volunteers and thank them for their continued support.*

*Naomi Shand (second from left) with Associate Archivist John Christian, May Riley and HAHS Board Member Matt Riley.*



# Collections Corner

By **Gretta Stimson**  
Collections and Historic Properties Manager

HAHS has several wedding dresses in its collection, and each piece highlights a family story and a significant period in our area's history. Wedding dresses also pose unique preservation challenges. This was brought to the department's attention recently when we received a donation of wedding clothes from local resident Mary Graw. The largest piece in the donation is a brown, taffeta, wedding dress with brown, velvet accents. Mary's step great grandmother, Eliza Goldsmith, wore the dress to her wedding in 1871, before white dresses became ubiquitous for brides. Queen Victoria popularized the white wedding dress in the 1840s, but women in those days expected to wear their expensive dresses on more than one occasion. The donation also includes a pair of white wedding shoes and stockings that were worn by Mary's mother, Mary Elizabeth Proctor Pierson, at her own wedding in 1918.

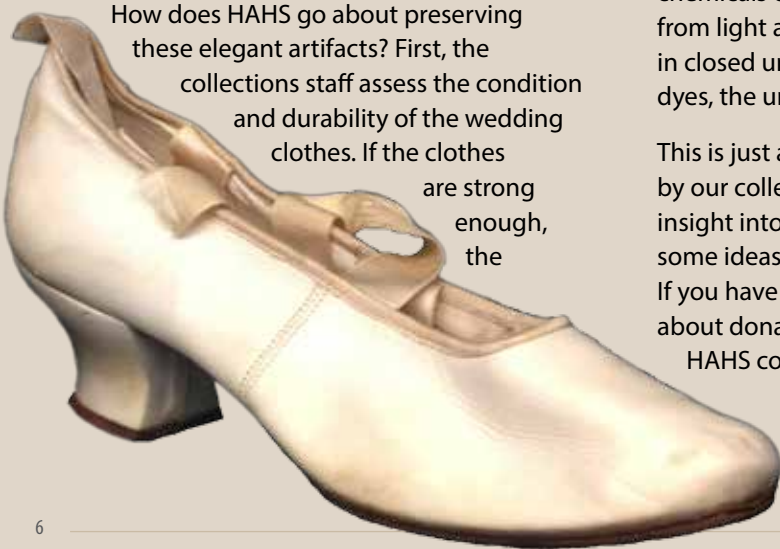


taffeta is not brittle or flaking, they will be lightly vacuumed. To ensure that the vacuum doesn't damage the fabric, a nylon screen is affixed over the vacuum nozzle. That way loose sequins or flakes of fabric are immediately detected and saved. Once the item is cleaned the textile will be packed. If the item is fragile, heavily decorated, damaged or bias cut, the costume will be packed in an acid free box. Wedding dresses often have intricate beading or lace shoulders, so this must be borne in mind when choosing how to package these unique artifacts. Boxes will prevent dust and light damage. If the item has to be folded within a box, the folds should be padded with acid and lignin free tissue paper. Similarly, bodices and sleeves should also be padded out. Padding helps avoid permanent folds. If the item is strong and can be hung, we place it on a padded hanger with cotton quilting. We never use wire or wooden hangers, which can emit harmful chemicals or cause tearing. To protect garments from light and dust, HAHS places the garments in closed units. To prevent the out-gassing from dyes, the units are not airtight.

This is just another glimpse into the role played by our collections staff. HAHS hopes this provides insight into our process, and also gives our readers some ideas for preserving their treasures at home. If you have any questions about preservation, or about donating artifacts, don't hesitate to contact HAHS collections staff.

*The bodice to Goldsmith's brown wedding dress features velvet ribbons and delicate lace cuffs.*

How does HAHS go about preserving these elegant artifacts? First, the collections staff assess the condition and durability of the wedding clothes. If the clothes are strong enough, the



## HAHS Board President Norman Fobert

Education Professional, History Buff, and Genealogist

HAHS Board of Directors President Norman "Norm" Fobert has a longtime reputation for his commitment to education. As a retired teacher of music, former Trustee with the San Lorenzo Unified School District, and volunteer with the Boy Scouts, he brings to us a broad swath of experiences in working with students. Norm has a wealth of professional experiences outside of the education field. He has worked as an accountant, and has earned a degree in law.

During his time with the San Lorenzo schools, whose offices are across the street from the Pioneer Cemetery, he connected with HAHS volunteers, who were conducting a cleanup of the grounds. This activity paired with his love of history caused his interest in our work. In addition, Norm has long been an avid genealogist.

"My interest in genealogy began when I was a kid of 21 or 22 years old. I was attending college in Hawai'i and began researching my family's roots. My parents had been called to work as volunteers at a genealogy library, and their service peeked my interest in the field," Norm said.

Norm continues to research his family's history. He has learned that his father's family migrated from Quebec to the United States, where they settled in Tennessee, and became early members of the Church of Jesus Christ of the Latter Day Saints. More recently, he has turned his attention



to researching his wife's family history. In doing so, he discovered that her family migrated to the area from the Azores Islands.

Norm concluded our chat with these words, "It is a great honor to serve the Historical Society. As you can tell by my personal story, I have a deep and profound regard for the study of history on a large scale and on a smaller family scale. It means a lot for me to serve with the other members of the board because they share my respect for the telling of history."



# Berty Nebenzahl

## Retired Teacher Turned Philanthropist

by María Ochoa, PhD, Deputy Director

Berty Nebenzahl is small of stature with a modest demeanor. Both characteristics belie her strong-minded, plain spoken influences that come from growing up in rural Texas. She says, "Early on, I learned that self-reliance is necessary, but that making friends and forming meaningful personal relationships is even more fulfilling." As a result of her daily contact with the Mexican families living in her community of Mercedes, Texas, and as the daughter of one of the few Jewish families in town, Berty developed a profound understanding of cultural diversity and its power.

Eventually, Berty found her way to California, and landed in Hayward, where she has lived since the 1960s. Berty was a high school physical education teacher for more than 30 years working in the San Leandro schools. After she retired from teaching, she enrolled at Chabot College with her companion Ruth Talley. As lifelong learners, they were happy to be on the other side of the classroom in the role of students. They were also active members of and exhibitors with our longtime organizational partner the Hayward Arts Council. Sadly, Ruth passed away in 2011. But Ruth's legacy lives on in the philanthropic generosity practiced by Berty.

Berty recently made a large contribution to HAHS education programs. Her gift will provide funds for each of the Title 1 schools in Hayward, San Lorenzo, and Castro Valley to participate in free tours of the museum, each complete with a hands-on arts activity. But, Berty didn't stop there. She made a second financial contribution that funds all of the educational programming for our upcoming Day of the Dead exhibition. As a result of these two donations, local families, students, and teachers will benefit from Berty and Ruth's far-sighted investment planning and generosity.

We know that we will see more of Berty as she is currently involved in our volunteer recruitment push. *Thank you, Berty Nebenzahl!*



Berty Nebenzahl with Education & Volunteer Manager Bria Reiniger.

## Shop Talk: The Museum Gift Shop

The HAHS Museum Gift Shop is filled with unique and interesting items that make wonderful souvenirs or gifts. There is a large selection of local history books, toys, and one of a kind HAHS apparel. We also have a wide range of locally crafted and created items including homemade jam, jewelry, and skin care products. Just like the exhibits, things are always changing in the Gift Shop, so don't miss out on something great! Are you a local crafter/creator interested in working with the Gift Shop? Then we want to talk to you! Call (510) 581-0223 and speak with Tiffany.



# Shrouded Tales

## HISTORY TOURS WITH AN EERIE TWIST

**October is the season for macabre tales, and nothing is spookier than when the stories are rooted in history.** Get into the spirit of the season by joining one (or all) of our specialty tours at the three historic properties. Explore true tales of tragic ends, Victorian death traditions and superstitions, all sprinkled with a touch of the paranormal.

**October 6 & 7: McConaghy House**

**October 20 & 21: San Lorenzo Pioneer Cemetery**

**October 27 & 28: Meek Mansion**

Two tours per night at 7:00 PM and 9:00 PM. Tickets are \$15 for General Admission and \$10 for seniors, students, and HAHS members. To purchase, call (510) 581-0223 or visit [www.haywardareahistory.org/shrouded-tales](http://www.haywardareahistory.org/shrouded-tales). Proceeds from the tours benefit the restoration efforts at the historic properties.



# Autumn EVENTS & PROGRAMS @ HAHS



22380 FOOTHILL BOULEVARD, HAYWARD

## Toddler Time – Music

THURSDAY, SEPTEMBER 14, 10:30 – 11:30 AM

It is said that music is the “universal language of mankind.” Join us for this month’s Toddler Time to sing, dance, and make your own music! This series is recommended for children ages 0-5 and their caregivers.

## Toddler Time – Halloween

THURSDAY, OCTOBER 12, 10:30 – 11:30 AM

Halloween is everyone’s favorite night to dress up, carve a pumpkin, and go trick-or-treating. Join us to celebrate this SPOOKY holiday through stories, crafts, and fun! Don’t forget to wear your costume!



## History for Half Pints – Day of the Dead

SATURDAY, OCTOBER 14, 10:00 AM – 1:00 PM

Traditional Día de los Muertos (Day of the Dead) altars have many components that are used to reflect and celebrate the lives of loved ones who have passed; alters often have a photo of who is being commemorated, candles to light the way for those spirits visiting during the celebration, and vibrantly colored sugar skulls. Kids of all ages are welcome to decorate their own sugar skulls to add to their at home alters. Funding generously provided by Berty Nebenzahl and Ruth Talley.



## Ancient Roots & Folk Traditions of Mexico's Feast of Day of the Dead

SATURDAY OCTOBER 28, 1:00 PM

Join the Historical Society for our Annual Day of the Dead Program lead by educator, curator, and *Día de los Muertos* specialist **Bea Carrillo Hocker**. Hocker’s presentation will address the Pre-Hispanic concept of death as portrayed in the paintings and sculptures of Mexico’s early artists, the impact of Spanish Catholicism on indigenous funerary rites, and offer insights into the present-day pageantry of *Días de los Muertos* along with the reclamation of these traditions by Mexican Americans.

Following this discussion will be a Mexican Day of the Dead Skeleton Jumping Jack Workshop. Skeleton Jumping Jacks are the traditional toys sold during the Day of the Dead Festival. Join us and create this traditional toy – accessorize it to give it its own unique personality.

Funding generously provided by Berty Nebenzahl and Ruth Talley.

## Toddler Time – Fall & Giving Thanks

THURSDAY, NOVEMBER 9, 10:30 – 11:30 AM

Free with Museum Admission

Fall is the time to watch the leaves turn and start bundling up. Join us for stories, games, and crafts! This series recommended for children ages 0-5 and their caregivers.



18701 HESPERIAN BLVD, HAYWARD

## Visitas Guiadas en Español en La Casa McConaghy

DOMINGO, 3 DE SEPTIEMBRE, 11:30 & 1:30

Adultos \$5, Estudiantes y personas mayores \$3, Niños menores de 4 años gratis

Construida en el año 1888, La Casa McConaghy es una casa de campo que contiene decoraciones, muebles y pinturas de arte. Ofrecemos giras en Español que presentan como la familia McConaghy vivió en el pueblo de San Lorenzo en ese tiempo en la historia.



## The Art of Display: An Overview of Art Within McConaghy House

SATURDAY, SEPTEMBER 16, 10:00 AM

\$15 General Admission, \$10 HAHS Members, Seniors and Students

Join us in an exploration of the existing artwork at McConaghy House. We will examine trends in displaying art and take a closer look at the paintings themselves. For more information or to purchase tickets, visit our web site or call (510) 581-0223. Proceeds support maintenance and preservation of the property.



HESPERIAN BLVD. & COLLEGE STREET, SAN LORENZO



## Fraternal Organizations and Their Members

SATURDAY, SEPTEMBER 9, 9:00 AM

\$15 General Admission, \$10 HAHS

Members, Seniors and Students

Find out about how fraternal organizations like the Free Masons and Golden Sons of the Native West are represented in the cemetery. Proceeds support the maintenance and preservation of the Cemetery. Tickets available online or by calling (510) 581-0223.



17365 BOSTON ROAD, HAYWARD



## Public Paranormal Investigation

SATURDAY, SEPTEMBER 16, 7:00 PM – 3:00 AM

\$75 General Admission

Experienced investigators lead attendees through the property with access to all non-restricted areas. Many paranormal research groups have investigated the location and found them to be very active sites. Data collected on previous investigations include electronic voice phenomena (EVP), cold spots, touches, apparitions and much more. Proceeds go toward the ongoing restoration and preservation of the property. Tickets available online or by calling (510) 581-0223. Paranormal Investigations are 18+

## Meek Mansion Open House

SATURDAY, NOVEMBER 25, 10:00 AM – 1:00 PM

Free Admission

Enjoy a look inside the beautiful Meek Mansion.

## Don't miss our Shrouded Tales tours at the historic properties in October!

More information on page 9.



# Day of the Dead 2017

[ SPECIAL GALLERY ]

**Unmentionable**  
The Indiscreet Stories of Artifacts

On view through October 29

This original exhibition explores topics and artifacts that we, as a society, find uncomfortable to talk about. Topics cover everything from racial discrimination to lifestyle choices to politics and personal adornment. Don't miss this unique experience.

by Diane Curry, Curator and Archivist

Every fall in museums across California and much of the Southwest, beautiful exhibitions appear observing Day of the Dead. Those exhibitions explore various aspects of the celebration and through traditional and contemporary altars and art. In the 1970s, Chicano/a activists and artists introduced Day of the Dead to California audiences as a way to bring attention to Mexican culture. The celebration has become a fusion over the years of traditional Mexican elements mixed with modern themes and materials.

Interest in Day of the Dead has grown steadily over the years. What was once a quaint and confusing ritual that most people did not understand, is now a popular holiday celebrated, or at least appreciated, across racial and social divides. You can find almost as many Day of the Dead themed items at Target as you can Halloween costumes every fall. Many people may not entirely understand what Day of the Dead is but we cannot argue that Day of the Dead has officially hit the mainstream market. Some people say that this popularity lessens the significance and importance of the tradition. Others think that highlighting the celebration encourages people to learn something of Mexican and Mexican American culture.

My interest in Day of the Dead has grown steadily over the years too. As a historian, I find the

tradition and history of the celebration fascinating as it pertains to a particular culture. As a human, I find the meaning and beauty of the celebration captivating. As a curator, I find the exhibitions are always thought provoking and beautiful. As a California native, with roots dating back to the Spanish and Mexican periods, I am learning about a part of my heritage.

Every year I see a Day of the Dead exhibition, including our own, I learn something. This year, I wanted to explore the symbols and items used and represented most often in Day of the Dead art and altars. Such items as sugar skulls, water, the arch, marigolds, candles, butterflies, papel picado, and pan de muerto are just some of the things seen in Day of the Dead exhibitions but we do not always understand why they are used or what they represent.

Day of the Dead 2017 contains art depicting some of these symbols with accompanying explanations. There is also a study of the many ways La Catrina is represented and the role she plays in the celebration. Lastly, there are traditional altars tying all the imagery and elements together.

Come celebrate life in death with us!

**The exhibit will be on view in the Community Gallery from September 30 through November 26**

*Sugar skull image courtesy of Demetra Sakelliou.*



Day of the Dead, or *Día de los Muertos*, is a festive holiday where people remember their deceased loved ones. The holiday is celebrated throughout Mexico, Central America, and much of the United States but similar holidays exist in cultures throughout the world. November 1 is dedicated to remembering children, *Los Angelitos*, while November 2 is for honoring adults. The origins of the holiday date to the pre-Colonial period. Post-contact, those celebrations merged with Roman Catholic practices to create the Day of the Dead we recognize today.



# Changes in HAHS Membership Levels and Premiums Coming October 1

Thanks to the generosity of Edward E. and Donna L. Martins, we are able to make the HAHS Museum experience admission free for all guests. The Martins' gift prompted us to consider changes in our membership levels and premiums.

We are offering Members Only receptions and activities, as well as providing greater discounts available at the HAHS Museum Shop, and subscription to *The HAHS Journal*, our new, biannual, in-depth history publication that will be launched in 2018.

We added a Student membership level with a pay what you can sliding scale of dues. Students enrolled in one of our many local schools, colleges, or universities, are invited to join HAHS. A current school ID is required.

Effective October 1 of this year, membership dues will be slightly increased to cover expenses of doing the valuable archival and research work, education activities, exhibition offerings, and historic properties maintenance by HAHS. (Our last dues increase was in 2014.) If you renew your membership before September 30, you can rejoin at the 2016 rates. Please contact us by email, on our website, or at (510) 581-0223, ext. 152 for further information.



Levels and Premiums	INDIVIDUAL	DUAL <sup>1</sup>	CONTRIBUTING	SPONSOR	PATRON	DIRECTOR'S CIRCLE	EDUCATOR (K-12) <sup>2</sup>	SENIOR (65+)	STUDENT
Dues	\$50	\$60	\$100	\$250	\$500	\$1000	\$40	\$40	*
Free subscription to quarterly publication <i>Adobe Trails</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓
Invitation to Members Only events	✓	✓	✓	✓	✓	✓	✓	✓	✓
Free or reduced admission to special programs and tours	✓	✓	✓	✓	✓	✓	✓	✓	✓
Discount in Museum Shop	10%	10%	15%	20%	20%	20%	10%	10%	10%
10% discount at the Cannery Cafe	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reciprocal membership with access to more than 300 museums in over 40 states	✓	✓	✓	✓	✓	✓	✓	✓	✓
Listing in the HAHS Annual Report	✓	✓	✓	✓	✓	✓	✓	✓	✓
Membership in the North American Reciprocal Museum program with access to more than 900 arts, cultural, and historical institutions in North America, Bermuda, and El Salvador			✓	✓	✓	✓			
Special one-time acknowledgment of gratitude in <i>Adobe Trails</i> , HAHS Annual Report, HAHS web site, and HAHS social media				✓	✓	✓			
One history publication selected by you from a list specially created by the HAHS Executive Director				✓	✓	✓			
Free subscription to <i>The Journal</i> , our new biannual in-depth history publication				✓	✓	✓			
Enhanced placement of gratitude acknowledgements in <i>Adobe Trails</i> , HAHS Annual Report, HAHS web site, and HAHS social media				✓	✓	✓			
VIP tour (by appointment) for Member and three guests of one site: HAHS Museum, HAHS Archives, McConaghy House, Meek Mansion, or SLZ Pioneer Cemetery					✓	✓			
Premiere placement of gratitude acknowledgements in <i>Adobe Trails</i> , HAHS Annual Report, HAHS web site, and HAHS social media						✓			
Specially designed President's Circle gift with Member's name engraved presented at Executive Director's Dinner for Member and three guests						✓			
Premier, perpetual listing placement in the HAHS Annual Report, HAHS web site, and regular acknowledgement throughout the year on HAHS social media						✓			

<sup>1</sup> Dual level includes Membership benefits for two adults in the same household.  
<sup>2</sup> Educator level includes one-time \$10 discount on a regularly priced school tour.  
 \* Student level rates are pay what you can of \$1 or more. Proof of current enrollment required.



## Bria Reiniger: Enriching the Museum Experience for All



As the Education and Volunteer Manager at the Hayward Area Historical Society, every day looks different and I am fortunate in that I get to wear many hats. My focus tends to be on our visitors experience or the ability to effectively navigate a group of 30 school children through a gallery, not on the placement of artifacts or the writing of labels. Some mornings I will be chatting with local teachers to book a Tour or a Discovery Kit, then that afternoon collaborating with staff and community members to find a lecturer or performer for an upcoming program. I'm thrilled to say that every year we have thousands of school-aged children come through our doors to learn about their local history with their classmates, and that we're also able to offer dozens of programs for adults and families alike.

All of this, and I haven't even gotten into the "Volunteer" part of my title! If you walk through the doors of our Museum or any of the three lovely Historic Properties HAHS manages, you will surely encounter one of our HAHSome Volunteers! I'm responsible for finding projects for our volunteers - sometimes that means they get to handle cool artifacts and other times that means they are showing people around the galleries. I feel it's very important for me to find opportunities that are not only helpful for our organization but also that our volunteers have a sense of fulfillment with what they're doing.

One of the primary reasons I decided to get into this field was to connect people to their history; it's empowering to know about the history that surrounds you and I'd like to do what I can to encourage that feeling for this community.

## In memoriam Pearl Arhontes



In late May, we learned of the sudden passing of our former colleague, Pearl Arhontes. For those who may not remember Pearl, she ran the museum store, manned the "front gates" at our old location on Main Street, and generally kept the place running from 1997 until her retirement in 2006. Under her guidance, the Corner Store (as it was called) did a robust business and it seems she knew practically everyone who walked in. Having grown up and lived in the area her whole life, she actually did kind of know everyone. Pearl was instrumental in the creation and implementation of what is now our bi-annual History Awards. I'll always remember her bustling around taking care of business and keeping us all in check. I don't think Pearl was ever still for very long. I used to sit on the opposite side of the building from her and I heard her laughter often—she had a great laugh! We were all sad to see her retire but we all knew how much she was looking forward to a new adventure in Murphys where she and her husband, Jim, had bought a house. I understand Pearl was just as busy and involved with her community up there as she was here. Pearl was a great lady and she will be greatly missed.

—Diane Curry, Curator

Left: Pearl decorating Hayward City Hall for an event in 2000.

## HAHS BUSINESS MEMBERS

**THANK YOU**  
to our HAHS  
Business members  
for your support!



**BA MORRISON**  
2544 Castro Valley Blvd, Castro Valley  
(510) 538-9817 | bamorrison.com  
In business since 1990, B.A. Morrison is a family-owned Heating, Ventilation, Air-Conditioning (HVAC) and General Construction company. Fully insured and bonded.



**REALTY WORLD NEIGHBORS**  
22392 Foothill Blvd, Hayward  
(510) 881-1234  
realtyworldneighbors.com

Broker-Owners Anna May & Greg Jones deeply appreciate historic homes in historic neighborhoods. Many of the properties their Clients hire them to buy or sell are older homes with character and intrigues not found in modern construction or architecture.



**BECK ROOFING**  
21123 Meekland Ave  
P.O. Box 234, Hayward  
beckroofingonline.com  
Serving the bay area for over 57 years. We are committed to providing the best quality and workmanship for all the area's roofing needs. Three generations of the Beck family have made customer satisfaction our primary goal.



**JESS C. SPENCER MORTUARY & CREMATORY**  
21228 Redwood Rd, Castro Valley  
(510) 581-9133 | spencermortuary.com  
A full service mortuary with a crematory on-site. We provide burial and cremation services working with all faiths, fraternal organizations and cemeteries. We also offer reception facilities, advance planning, payment plans and special veterans programs. FD1168



**HAYWARD AREA RECREATION & PARKS DISTRICT**  
1099 E St, Hayward  
(510) 881-6700 | haywardrec.org  
Get Fit, Be Happy & Have Fun with over 1,000 recreation programs & classes. Plan a Party with more than 100 parks & facilities. Simply put explore HARD, play HARD, learn HARD.

## Facility Rentals for the Holidays

It's never too early to look into booking a venue for your holiday party and HAHS has several great spaces available that are sure to be perfect.

- Celebrating a birthday or planning the office holiday party? Our Community Gallery is a fantastic space with seating for up to 100 guests.
- The Second Floor Lobby is ideal for smaller gatherings, baby showers, and meetings with seating for up to 40 guests.
- Having a cocktail reception? The Cafe is the perfect space for such an event with seating for 65 guests.

For more information about facility rentals at the museum, call (510) 581-0223 ext 112 or visit [www.haywardareahistory.org](http://www.haywardareahistory.org).





OUR YEARBOOK COLLECTION

# More Than a Keepsake

by John Christian, Associate Archivist

A question I am asked frequently in the library and archives goes something like this: what is the most popular stuff you all have up here? The answer is the same every time. It is our extensive collection of local high school yearbooks.

People love to look at yearbooks. They bring back special memories. They remind us how far we've come. In the five-plus years I have been here I've seen our yearbooks used in a variety of ways. Sometimes teens come in to snap a quick photo of mom or dad's embarrassing hairstyle and/or braces.

Other times they are used to find long lost friends. I have even helped people track down the parents they never knew. For most people however, yearbooks are a whimsical

trip down memory lane. Their chance to reminisce about their favorite teacher, relive the homecoming game or just laugh out loud at old jokes and those awkward teenage years.

Full disclosure; I did not attend high school in the area and so yearbooks are invaluable research tools that help me do my job. Advertisements for local businesses, win-loss records for the various teams, and theatrical performances are just some of the information we can gather from a single yearbook. Rarely does a week go by when

we don't crack open a yearbook to guide our research or help a patron. Without them it would be a lot more difficult to do our work.

But yearbooks are more than just a nostalgia trip or an archivist's research tool. When used in exhibitions, yearbooks tell a larger story. If you've been through our Your Story exhibition you've no doubt noticed a Hayward Union High School yearbook featuring Eddie Nomura. Eddie, a Japanese-American man, was class president of

Hayward Union High School just before being interred with his family during World War II. In our newest exhibition Unmentionable, San Lorenzo High School's "confederate" yearbook, replete with

the confederate battle flag is used to discuss the power of symbols.

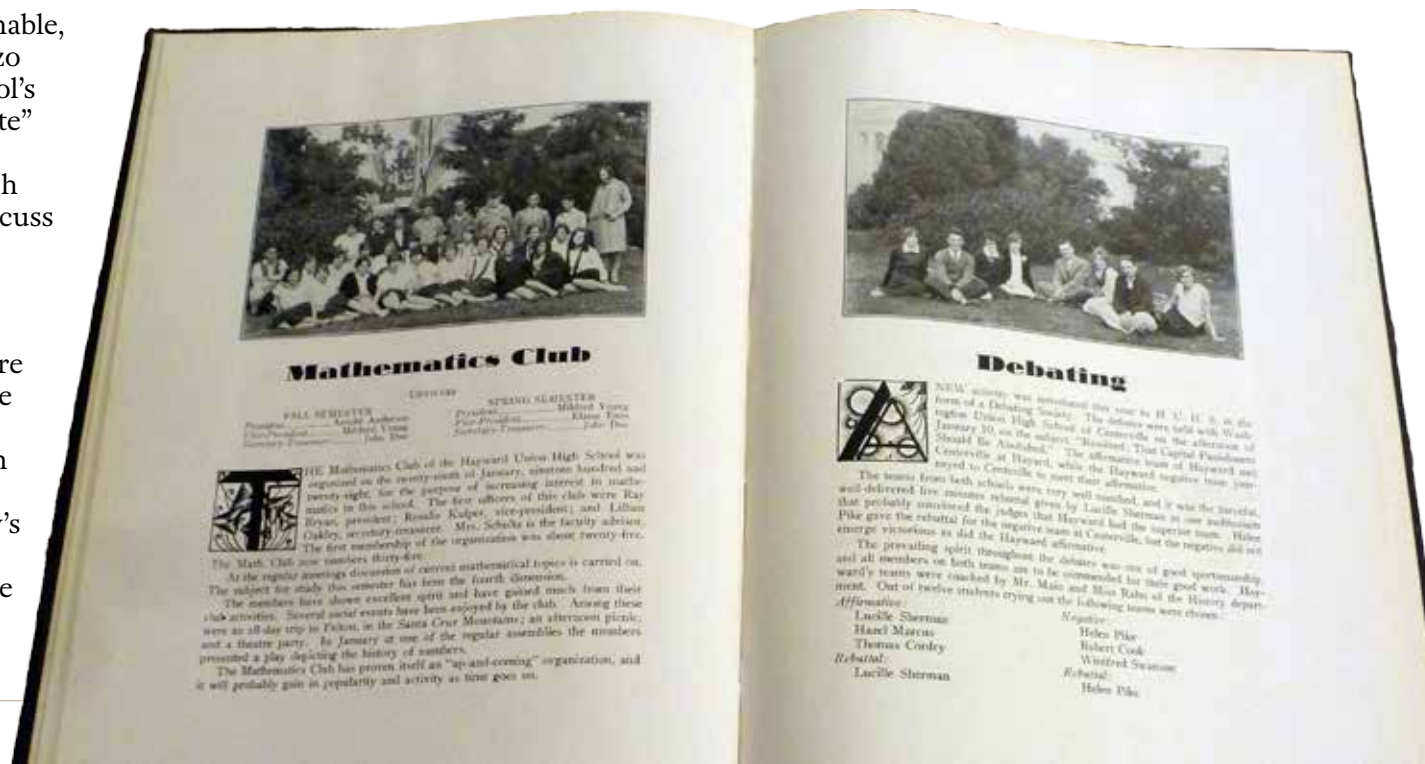
All that said, we could use your help continuing to build our collection of yearbooks. What we really need are more yearbooks from the 1980s forward. More contemporary Hayward High, Castro Valley, San Lorenzo, Tennyson, Mt. Eden and Arroyo yearbooks will ensure that we can continue telling our community's story moving forward. Not sure if we'd be interested in your yearbook? Just give us a call.



**Above:** Volunteers Pam Apostolos and Naomi Shand dive into our yearbook collection.

**Left:** Yearbooks: Just a tiny sampling of our vast collection of area high school yearbooks.

**Below:** Winged H 1929: The math and debate clubs featured in the 1929 "Winged H", the yearbook of Hayward Union High school.







HAYWARD  
AREA  
HISTORICAL  
SOCIETY

22380 FOOTHILL BLVD., HAYWARD, CA 94541  
510.581.0223 WWW.HAYWARDAREAHISTORY.ORG

ADDRESS SERVICE REQUESTED

NON-PROFIT  
U.S. POSTAGE  
**PAID**  
HAYWARD, CA  
PERMIT #636

## ADMISSION FREE MUSEUM EXPERIENCE COMING IN SEPTEMBER

### COMPLIMENTARY ADMISSION

Your entrance fee is funded by the  
**Edward E. and Donna L. Martins Foundation.**

If you enjoyed your visit, please consider making a  
donation in support of the museum.

— Ed and Donna Martins

Effective Wednesday, September 6, guests visiting the museum will enter free of charge thanks to the generosity of the Edward E. and Donna L. Martins Foundation. Ed and Donna (see their profile on page 4) have generously provided funding to cover the cost of admissions for the next three years. Ed and Donna are asking guests to contribute what they can when they visit, as a way to encourage people to support the work of HAHS. However, contributions are not required for people to enjoy the exhibitions or the children's space. "We hope that this new policy will encourage young families, as well as people who are new to the area, and in this way we can expand our visitor base," said Membership and Marketing Manager Marcess Owings.