

SEP 1

Sweeping Passions Photography Exhibit

Through October 20
MuseumSRV

OCT 17

Virtual Program: Life in the Valley in the 1950's

Online
11:30am

NOV 29

Holidays in the Valley: A Few of Our Favorite Things Exhibit

Through January 5
MuseumSRV

THE BRANCHLINE



SEPTEMBER 21 - NOVEMBER 17, 2024

CALIFORNIA'S

First Peoples



VISIT HISTORY

The Danville Area Chamber of Commerce Turns

75

By **BEVERLY LANE**

This year the Danville Chamber of Commerce celebrated its Diamond anniversary with a gala dinner. The history of chambers is a long one – for example, a Chamber of Commerce organized the Boston Tea Party in 1773. Chambers are membership organizations which support healthy business communities and lobby for local, state and national policies which meet their goals and support their areas.

In the San Ramon Valley there have been several Chambers and sometimes Merchant Associations, Booster Clubs and Improvement Clubs with similar goals. Currently there are Chambers in Alamo, Danville Area and San Ramon and. in the past, a San Ramon Valley Chamber. All of them had boards which decided what issues to promote, from better transportation to a responsible regulatory environment to civic celebrations.

The current Danville Area Chamber counts its beginnings from its creation by a Boosters organization. This was reported in the October 28, 1948, Valley Pioneer. New businesses were opening with many advertisements in the popular weekly newspaper. Here are a few: P&X grocery store, Jo Ell Shop (clothing), Olivia's Variety Shop, Cook's Coffee Shop and Fountain, Danville Appliance Corp., Village Theater (movies), and Geldermann Realtors.

By January 1949 the Danville Chamber of Commerce was organized, had hired a secretary and was looking for a downtown office. William Cooke was elected President with a board making decisions. By February they had an office in the Shell Service Station building on the northeast corner of Diablo Road and Hartz (today's Primo's).

Next to be reported was their first annual membership drive. The article reporting the drive gives a flavor of the time:

Green Hearts Appear on Danville Streets

Today the Danville Chamber of Commerce begins its first membership drive. The Green Hearts will be in evidence on the streets of Danville and the hapless business man who isn't wearing one will be projected by high pressure from all sides until he digs down, forks over, and joins up.

(The Valley Pioneer, March 17, 1949)



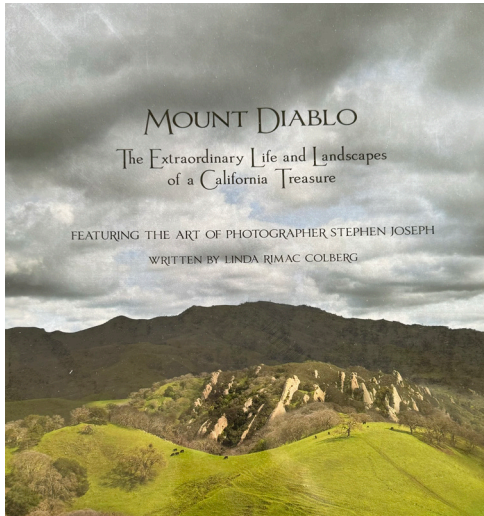
What a busy couple of years ensued. The Chamber worked successfully to get bus service from Walnut Creek to Danville, tried to get telephone rates lowered, addressed dead-end streets and spoke up on the sewer pipe issue (to connect with Central Sanitary or create a new district).

In March they had their first annual Chamber dinner at Diablo Country Club which was covered in the Pioneer and described as a "glittering event." And in September a large headline touted the Chamber's prize-winning entry in the Walnut Festival parade, a "bevy of beauties" on a float.

We should wish Chamber members a happy 75th when we see them.

Source: The Valley Pioneer for 1948 and 1949.

Shop the Museum Store



Holiday time is coming, and we at the Museum Store of MuseumSRV are excited! This year we are featuring an all-time best seller, "Mount Diablo, The Extraordinary Life and Landscapes", featuring the art of photographer Stephen Joseph and written by Linda Rimac-Colberg. This beautiful book is out of print and when our supply is gone, we won't be able to get more. It's a fantastic gift to give or to keep for yourself.

The Museum Store offers books on

local history as well as maps and guides to Mount Diablo. Our new cloth shopping bag sports the Museum's new logo and message "History Alive".

Looking for toys and games that can challenge young minds, and not use a device; games that the whole family will enjoy? We have them, and they make great stocking stuffers.

Shop the Museum Store and support MuseumSRV and all the wonderful programs and exhibits it offers.

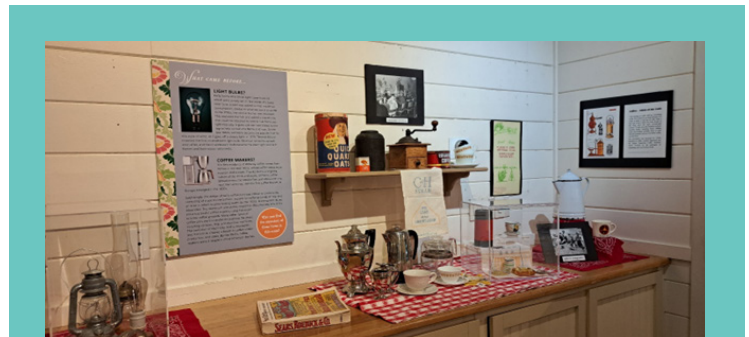
Stories from the Store: *What started out as an ordinary day at the museum soon turned exciting when a visitor walked in, perused the book shelf, picked up the very large book entitled Mount Diablo - The Extraordinary Life and Landscapes of a California Treasure exclaiming, "That's my book, I'm the author!" Excitement grew when a another visitor was inquiring about the same book! Author Linda Rimac Colberg was pleased, the customer satisfied!*

Fundraising Update

On a warm summer evening, the Tassajara One Room School was a beautiful historic setting for MuseumSRV's Soiree fundraiser, a very fun party to support our community programs. The 9th annual event featured great music, delicious food, and a wonderful program hosted by KTVU Sports Reporter, Joe Fonzi.

Thank you to the Soiree committee led by Candace Andersen, auction coordinator Renee Morgan, and the many individual and corporate sponsors whose contributions allow MuseumSRV to continue its mission to inform and educate the many students and visitors to the San Ramon Valley.

Our corporate sponsors:



Exhibits Move On

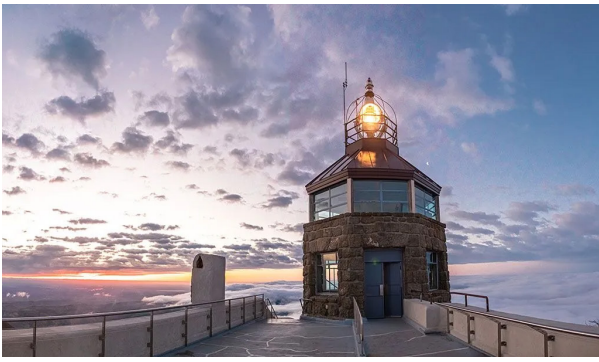
It's been a full year of changing exhibits for the museum. Gadgets Galore! brought visitors looking at inventions from the past, often with some nostalgia.

The Waiting Room hosted displays and models telling about the valley's railroad history. Our traditional summer exhibit (and experience) Totally Trains was once again a popular draw for young and old alike. Their engineers were a stalwart lot and the displays outstanding.

And a two-week visit from the East Bay Regional Park District titled "90th Anniversary Pop-Up Exhibit" had many viewers who were hikers or open space advocates.

Thank you to all who planned, moved, mounted, labelled, interpreted and worked on these exhibits. You're the greatest!





Virtual Programs

MuseumSRV's virtual programs are designed to cater to a broad audience, blending informative content with engaging presentations. Each session is crafted to impart knowledge, entertain, and captivate viewers.

The free virtual programs offer a wealth of knowledge and a chance to explore fascinating topics from the comfort of your own home. This year we went from the geology of Mt. Diablo to the top of it with a program about the Beacon atop our great mountain. We also heard about the building of the iconic Golden Gate Bridge to name just a few of the monthly programs.

Whether you're interested in geology, history, or local culture there's something for everyone in the diverse lineup of virtual programs offered.

For those eager to expand their horizons and learn something new, MuseumSRV's free virtual programs are on the third Thursday of the month offer a valuable and easily accessible resource. If your schedule precludes you from attending all programs are recorded and available from our website. With each session, the museum continues to enrich our understanding of the world around us, one fascinating topic at a time.

We are always looking for new and engaging programs and welcome your suggestions.

Volunteer Corner

Richard Bower, MuseumSRV House Chair and train engineer, is a staple at the Museum. He manages exhibit moves and maintains our two historic buildings, the S.P. depot and the Tassajara Grammar School.

There is an amazing team of volunteers like Richard who enjoy contributing their talents at the Museum. If you'd like to give back to the community, MuseumSRV is the place to be.



Richard Bower
House Chair,
MuseumSRV



First Peoples

There has been a transformation in the Freight Room of the Museum featuring some of the wild life that existed during the times of California's First Peoples. The East Bay Regional Park District has offered to us a loan of some of their animals. They have been placed artfully around the room. Half the fun is spotting them.

The Freight Room exhibits the First Peoples of California and is the classroom for the First Peoples Program open to 4th grade classes during October and November. The children have been wide eyed seeing this array of wild life. It reminds them of the natural habitat of our earliest inhabitants and illustrates our teaching about food, hunting, trapping, clothing, and material resources.

Gorgeous Indian Baskets at the Museum

This is the season to visit the Museum and view some examples of Indian-created baskets. Californian basket weavers are renowned for their baskets. During the First Peoples exhibit, Indian basket collector extraordinaire Don Phelps has loaned the Museum some of his baskets and memorabilia. The feathered baskets can take your breathe away.

In addition, two new baskets will be displayed as long term loans from the East Bay Regional Park District. One is a central valley Yokuts tribe cooking basket and the second is a tiny Pomo-styled gift basket topped with quail top-knot feathers.





Tao House, Eugene O'Neill Foundation

Celebrating Valued Partnerships

In a vibrant display of community collaboration and cultural enrichment, MuseumSRV is proud to work with the Eugene O'Neill Foundation and East Bay Regional Park District (EBRPD). This exciting 2024 partnership marks a significant milestone for MuseumSRV as we delve into the history and legacy of one of America's greatest playwrights and celebrate the 90th anniversary of the EBRPD system.

As part of our partnership, MuseumSRV will feature "Sweeping Passions Photograph Showcase", a special exhibit featuring a collection of photographs from the Eugene O'Neill Foundation, which will highlight the beauty of Tao House and its surroundings.

Tao House, the famed home of Eugene O'Neill is where he wrote some of his most influential works, has been a cherished site for theater enthusiasts and historians alike. The photographs, meticulously curated by the Foundation, offer a unique window into the world and beauty of Tao House allowing visitors to connect with the playwright's world in a deeply personal way.

MuseumSRV also hosted an extraordinary display celebrating the 90th anniversary of the EBRPD. This exhibit showcased the natural beauty and historical significance of the EBRPD

system, featuring a variety of artifacts, photographs, and stories that chart the development of this beloved regional treasure. Visitors had the opportunity to explore the rich tapestry of EBRPD's history and its impact on the local community over the past nine decades.

The synergy between MuseumSRV, the Eugene O'Neill Foundation, and EBRPD underscores the importance of collaboration in enriching our cultural landscape. These partnerships allow MuseumSRV to offer diverse and engaging experiences for our community, fostering a deeper appreciation of our shared heritage. By working together, we are not only celebrating significant milestones but also reinforcing our commitment to preserving and promoting the history that shaped our community.

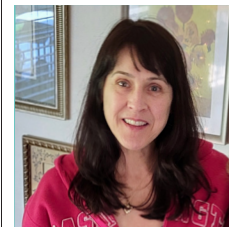
In celebrating the Eugene O'Neill Foundation's rich heritage and EBRPD's historic achievements, MuseumSRV highlights the transformative power of cooperation. These partnerships not only enhance our exhibitions and programming but also strengthen our role as a cornerstone of cultural and artistic expression in the community.



A Warm Welcome...

Jamie Ingrassia has joined MuseumSRV as Administrative Director. An experienced office manager with a friendly personality and exceptional organizational skills, Jamie has jumped in head first working with many of the Museum's committee members. Her communication skills, attention to detail, bookkeeping knowledge, and an insatiable interest in local history make Jamie the perfect fit.

Welcome to MuseumSRV, Jamie!



Jamie Ingrassia
Administrative Director,
MuseumSRV

And a Loud Farewell!

After 20+ years as Administrative Director, Donna Grier has retired from MuseumSRV. Initially job sharing with Eve Vojvoda, Donna supported all facets of the museum's operations prior to the arrival of Executive Director, Dan Dunn. She ensured the smooth coordination among the various committees, the board, volunteers, and members.

Museum committee members surprised Donna with a gathering to express their appreciation for her dedication and years invested towards the welfare of the Museum.

Donna is enjoying quality time with her grandchildren while remaining in the area.

Thank you for your decades of dedication, Donna!



Donna Grier at her farewell gathering.



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The Branch Line Editor:
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Stay Connected



Thank You



Recent Donations to the Museum

- | | |
|---|--------------------------|
| Alamo Orchards post card | <i>Sharon Burke</i> |
| Memorabilia for Nita Parsons | <i>Gary Parsons</i> |
| Butter churn and telephone | <i>Jerry Warren</i> |
| Small creamers and unique coat hangers | <i>Carol Anderson</i> |
| Lemon reamer, can opener | <i>Sonya Borlandelli</i> |
| Iron, slides and stereopticon, cream skimmer, kitchen tools | <i>Jan Berckefeldt</i> |