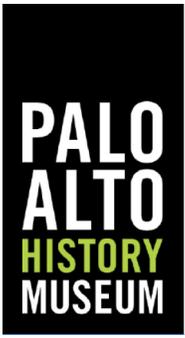




**PALO  
ALTO  
HISTORY  
MUSEUM**



**New Year, New  
Opportunities!**



BOARD OF DIRECTORS

- Rich Green, *President*
- Patricia Sanders, *Vice President*
- Barbara Wallace, *Secretary*
- Susan Beall
- Beth Bunnenberg
- Kevin Curry
- Doug Kreitz
- Nancy L. Peters
- Steve Staiger
- Lanie Wheeler

STAFF

- Laura Bajuk, *Interim Director*
- Crystal Taylor, *Asst. to the Director*
- Nancy Shepherd, *Volunteer Bookkeeper*
- Kitzi Tanner, *Construction Project Manager*

Tax ID 77-0634933

# The new year brings good news!

## And a challenge to raise \$1.75M by November 30.

We had an extremely successful session with City Council on December 11. Our progress report was well-received. Several community members including our County Supervisor, Joe Simitian, wrote and spoke on behalf of a Museum to preserve our heritage.

After a very constructive discussion, Council *unanimously* approved our request for an extension to the lease option for the Roth Building, through November 30, 2018. In addition to the lease option extension, Council offered new and creative incentives—both “sticks and carrots.”

**First, the carrots.** Council agreed to give the Museum project:

- **A challenge grant** of over \$665,000 in historic preservation funds (otherwise unusable transfer development rights/TDRs) which will be added to the project provided we raise at least \$1.75M by November 30.
- **Time and expertise:** *four* council members will work directly with our board of directors and staff to assist in our fundraising.

These are tremendous gestures of real support. **Our next goal is to raise \$1.75 million by November 30.** Once met, Council will release the challenge funds, discuss the sale of *additional TDRs* to benefit the project, and they’ll continue the lease option.



"It's important to tell the **NEXT GENERATION** about our history and without the Palo Alto History Museum it's hard to imagine that happening."  
- Joe Simitian, County Supervisor

**What if we don't meet that goal?** That's where the “stick” comes in. Council could end our lease option and issue a new RFP inviting the community to find a use for the Roth Building. Whether it gets developed for another purpose, maybe even re-zoned, will be up for debate. It would send the City, our Heritage Park neighbors, and of course PAHM, back to the drawing board. With community support, we are dedicated to insuring that possibility never arises.

## Something worth doing right takes time.

Serious fundraising for the Museum project by dedicated community volunteers began 10 years ago; we thought it would take about \$7M to remodel the Roth. By 2014, construction costs had risen, and costs for installing and operating a museum were added, raising the goal to \$20M.

**It's taken persistence, patience and pivoting.** To build and sustain community interest in a Museum. To form a nonprofit, build and grow a board. To negotiate with the City. To vet and hire architects, engineers and staff. To identify, cultivate and ask donors. To chase leads. To plan for the construction, exhibitions and management of the future Museum. We've learned a lot, from our successes and our mistakes. But we remain committed to the goal.

## What have we raised so far?

Over a decade—thanks to donors like you—we have raised close to \$10M. Some has been invested in planning needed (architect, City and consultants fees, exhibit planning, fundraising, staff and operations). The rest is earmarked for the capital campaign.

## There are 3 parts to the campaign:

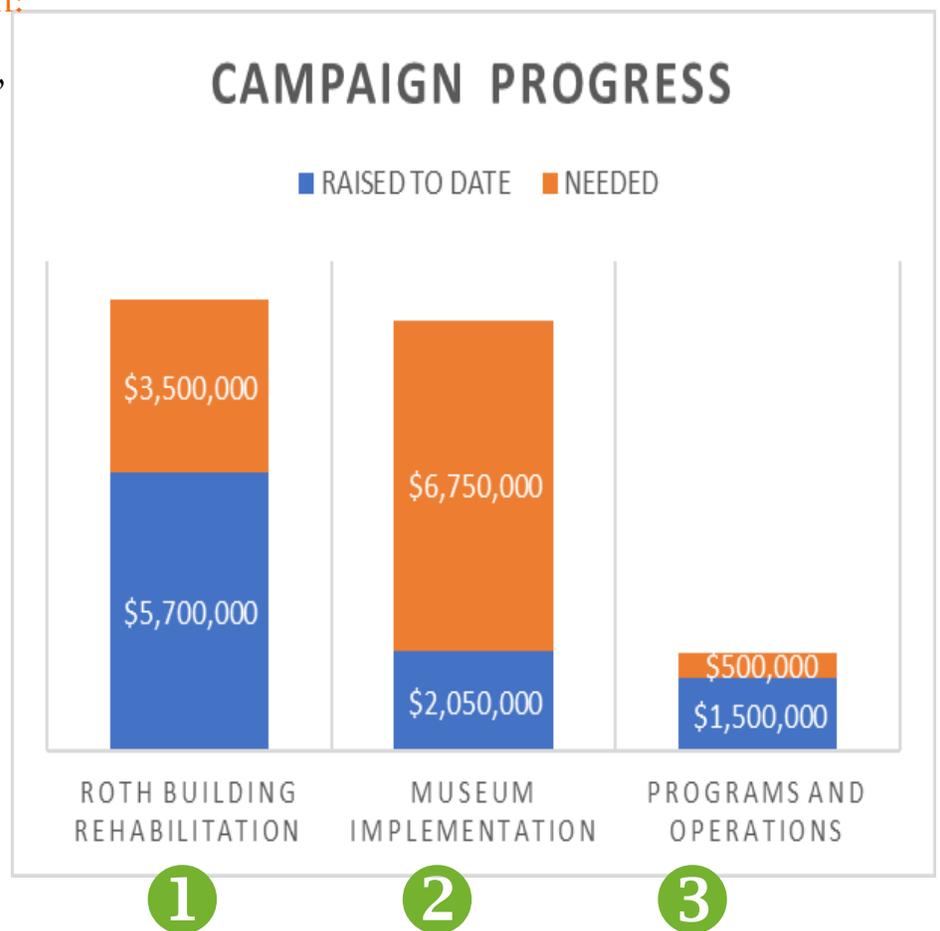
- 1 rehabbing the Roth (construction),
- 2 installing a Museum (exhibits, collections spaces, etc.) and
- 3 funds to operate it at a high standard. **That adds up to \$20M.**

Focusing on the first part, *without which the rest is moot*: we have \$5.7M of the \$9.2M needed to complete the Roth rehabilitation project, leaving a \$3.5M gap.

**City Council will contribute more—and continue the Museum project —if we raise half that gap by November 30.**

## So, how do we close that gap?

With multiple, yet focused, approaches. And help from more people like you.



Here's some of what we're working on right now:

- We've got a fresh campaign tied to the 125<sup>th</sup> anniversary of our city, envisioned with local entrepreneurs who have volunteered their time, talent and global networks.
- We're revisiting **historic tax credits**. Problematic in 2012, we're evaluating whether those past obstacles can be overcome.
- We've begun to approach **businesses with Palo Alto roots**.
- We continue to seek **major gifts** from new and continuing donors, one on one and at small gatherings hosted by loyal donors.
- We've started a new **Museum Friends** program to encourage smaller gifts – which can add up fast, and illustrates the growing community support we are delighted to enjoy!



We need more *people like you* who see the value of investing in a Museum that will share the stories of Palo Alto and Stanford to benefit generations to come.

**If you can help in any way, we want to hear from you.**

Would you host a house party, and tell your friends about the Museum? Make a no-risk pledge for a larger gift? Know someone in a corporation who should be interested in supporting the Museum project? Need the perfect birthday or anniversary gift – making them a Museum Friend?

We deeply appreciate all our donors, and commend City Council for the creativity and generous support they have extended to preserve and share the history of our community. But it is YOUR support and gifts that will make this possible. If you can give or pledge again, please do so to help us meet this goal by Nov. 30.



Thank you!

*Laura Bajuk*

Laura Bajuk, Interim Director

[LauraBajuk@PaloAltoHistoryMuseum.org](mailto:LauraBajuk@PaloAltoHistoryMuseum.org)



# Cheers to our Donors!

Your gifts and pledges over the past decade have gotten us halfway to our goal. Thank you!

## \$ 1,000—9,999

Anonymous (3)  
 Barbara Alhouse  
 Marilyn Talbot, Alta Mesa Improvement Co.  
 Jim Baer  
 Brigid Barton  
 Susan & Bill Beall  
 Diane & Norman Beamer  
 Martin Bicker & Company, CPAs  
 Birge Clark Society  
 Donna & Douglas Bohling  
 Roger Bonilla  
 Ralph Britton  
 Loren Brown  
 Dave & Patricia Bubenik  
 Carolyn Caddes  
 Gordon & Joan Campbell  
 Margaret Chai Maloney  
 Chevron Texaco Matching Gifts  
 Vicky Ching  
 Mr. & Mrs. Bill Clark  
 Mike & Jean Couch  
 Connie Crawford  
 Kevin & Jayne Curry  
 Danner Family Trust  
 Anne Dauer  
 Roland Davis  
 John & Kristine Erving  
 Congresswoman Anna Eshoo  
 Betty Evans  
 Fergus Garber Group  
 Nancy Ferguson  
 Solon & Diane Finkelstein  
 Judy & Otis Frost III  
 Jane & Bruce Gee  
 Betty Gerard  
 Lynn & Jim Gibbons  
 Google Matching Fund  
 Rich Green  
 Bob Grimm  
 Ruth & Ben Hammett  
 Ellen Harrington  
 Birt Harvey  
 Al & Faith Hastings  
 Bruce & Eleanor Heister  
 Homeplace Conservancy  
 George & Larry Horton  
 Leannah Hunt  
 Joan & Bob Jack  
 Laurie Jarrett  
 Rachel & Tom Kellerman  
 Larry Klein  
 Judy & Jim Kleinberg  
 Knight Foundation  
 Roger & Debbie Kohler  
 Doug & Patricia Kreitz  
 Donna & Marcus Krupp  
 Judy Leahy  
 Elizabeth Lee  
 Nancy & Tor Lund  
 Helen & David Mackenzie  
 Edgar McDowell  
 Bob McIntyre  
 Peggy & Ted McKee  
 Elyce Melmon  
 Bob Meltzer  
 Carol Mitchell  
 Sheri Moody  
 Phyllis Munsey, deLemos Properties  
 Eugene Nickell  
 Lisa Nissim  
 Palo Alto Historical Association  
 Palo Alto Hardware, Inc.  
 Palo Alto High School  
 Palo Alto Stanford Heritage  
 George Patterson  
 Nancy Peters & Gene Woods  
 Joyce Pharriss  
 Steve & Nancy Player  
 Emily Renzel  
 Condoleezza Rice  
 Thomas Rindfleisch  
 Robin Robinson  
 Joe & Diane Rolfe  
 Dr. Rose  
 Steve & Karen Ross  
 Louisa Rubinfiem  
 Tom & Pat Sanders  
 Page & Ferrell Sanders  
 Debbie & Michael Shepherd  
 Rosalie Shepherd  
 Nancy & Mark Shepherd  
 Joe Simitian & Mary Hughes  
 Kayla Skidmore  
 Suzanne Smith  
 Marian & Abraham Sofaer  
 Larry & Barbara Sonsini  
 Steve & Luana Staiger  
 Nancy & Laura Steege  
 Melvin Stevens  
 Sutter Bay Medical Foundation  
 Marilyn Sutorius  
 Susan & Jim Sweeney

## 2 million and up

The Peery Family Fund  
 City of Palo Alto

## \$ 500,000—1,999,999

Pitch & Cathie Johnson  
 The David & Lucile Packard Foundation

## \$ 100,000—499,999

Anonymous  
 Allan & Marilyn Brown  
 Shirley Ely  
 Mario Family Foundation  
 Lorraine Roth

## \$ 50,000—99,999

Dean & Linda Clark  
 Marilyn Green  
 Philip Lee  
 Jim & Becky Morgan Family Foundation  
 Mimi & Dick Peery  
 Dave & Lillie Peery  
 Peninsula Community Foundation (now SVCF)  
 Sutter Health, Palo Alto Medical Foundation  
 Craig Vandervoort

## \$ 10,000—49,999

Anonymous (2)  
 Applied Materials  
 Gloria Brown  
 Beth Bunnenberg  
 Malcolm Clark  
 Birge & Prudy Clark  
 Melanie & Peter Cross  
 Phyllis & Bill Draper  
 Joe & Meri Ehrlich  
 Annette Fazzino  
 Margaret & Michael Feuer  
 Flora Family Foundation  
 Jay Gellert  
 Sally Glaser & David Bower  
 Glaser Family Foundation  
 Jim & Agnes Golden  
 Elaine & Eric Hahn  
 Carroll Harrington  
 Andy Herzfeld & Joyce McClure  
 Hewlett Packard Company  
 Nancy & Joe Huber  
 Jean Lane  
 Judy & George Marcus  
 Nancy Peery Marriott Fdtn.  
 Katherine McGeehon  
 Palo Alto Medical Clinic  
 Billy Prior  
 Bill Reller  
 Shulamith Rubinfiem  
 Roger & Judy Smith  
 Thoits Brothers, Inc.  
 Kim Webster  
 Deborah & Peter Wexler  
 Gail & Gil Woolley  
 Tom & Ellen Wyman

Mary Jane & Fielding Tapp  
 The R. Lacey Foundation  
 Jerry Tinney & Carla Bliss  
 Rita Vrhel  
 Deanna Dickman & Diana Wahler  
 Scott & Bardy Wallace  
 Mary & Cole Wilbur  
 Woman's Club of Palo Alto  
 John & Peggy Woodworth  
 Roberta Yee  
 Caroline Zlotnick

**\$ 500—999**

Anonymous  
 Jocelyn Alexander  
 Susan & Ken Allen  
 Linda Anderson  
 Ray & Jan Barrett  
 Gwen Barry  
 Lawrence & Susan Basso  
 Helen Baumann  
 Bill & Marilyn Bauriedel  
 Cordy Bishop  
 Julie Brown  
 Susan Carey  
 Wanda & Dick Cavanaugh-Ball  
 Diane Christensen  
 Larry Christenson  
 Sarah & Tom Clark  
 Marc & Margaret Cohen  
 Lina Crane  
 Corinne Dearmond  
 Ann & Ross DeHovitz  
 Jan & Tony DiJulio  
 Edma Dumanian  
 Frances Escherich  
 Herb & Alice Fischgrund  
 Chet & Pat Frankenfield  
 Bob & Betty French  
 Carol & Joel Friedman  
 Betsy & David Fryberger  
 Dianne & Wesley Gardiner  
 Betsy Gifford  
 Jocelyn Greenman  
 Gretchen Guard  
 Harry & Susan Hartzell, Jr  
 Walter & Esther Hewlett  
 Kelly & Randolph Hicks  
 Susan Hine  
 Richard & Frances Hogan  
 Terry & Liz Hogan  
 Karen Holman  
 Holman for City Council  
 Susie Holtzman Foundation  
 Sharon & David Jacobs & Cohan  
 Eleanora & Ray Jadwin  
 Julie & Jon Jerome  
 John & P.H. Johnson  
 Katherine & A.C. Johnston  
 Arthur Keller  
 Jeanne Kennedy  
 David Kennedy  
 Dave & Anne Kirby  
 Peggy Kramer  
 Harvey & Rose Lash  
 Barbara Lawson



*The creation of the Palo Alto History Museum is a community-driven effort supported by numerous individuals, corporations, foundations, and the City of Palo Alto.*

*Founding Supporters:*

- Museum of American Heritage
- Palo Alto Historical Association
- Palo Alto-Stanford Heritage
- University South Neighborhood Association

*Endorsed by:*

- Palo Alto Chamber of Commerce
- Palo Alto Housing Corporation
- Stanford Historical Society
- Stanford Special Collections and University Archives
- Woman's Club of Palo Alto

Todd Lewis  
 David Lipson  
 Stan & Suzanne Mantell  
 Andre & Linda Marion  
 Jeanne Mc Donnell  
 Megan McCaslin  
 Karen & Bruce McCaul  
 Walt & Mary McCullough  
 Bill McElhinney  
 Molly Meschke  
 Brenda Miller  
 Bob & Harriet Moss  
 Merrill & Lee Newman  
 Candace & Greg Osborn  
 Enid Pearson  
 John Perkins  
 Ray & Elizabeth Perrault  
 Barbara & Tony Rieder  
 Dick & Ruth Rosenbaum  
 Bill Roth  
 Deborah & William Roth  
 Carol & Harry Saal  
 John & Martha Scandling, Jr.  
 Pat Schmidt  
 Margo Schmidt  
 Robert Schwaar

Lydia Sloan  
 Jim & Judy Smith  
 Lane Spencer  
 Bonnie Stein  
 Rick & Nancy Stern  
 Carol & William Stevens  
 Megan & Mike Swezey Fogarty  
 Elaine Tanner  
 Preeva Adler Tramiel  
 Joan & John Urquhart  
 Leo & Jeanne Ware  
 John & Patricia Weigen  
 Curt & Margaret Weil  
 Lanie & David Wheeler  
 Debbie Whitson  
 Susan Winn  
 Daphne Stewart & Bob Woods, Jr.  
 Jack Woodson  
 Steve & Katherine Wurzburg  
 Irene Yeh  
 Connie & Kou Ping Yu  
 Edith & Louis Zitelli

*Please let us know of any errors on your listing.*

**\$100—499**

Anonymous (5)  
 Jeanne Abbott  
 Adobe Systems Matching Gifts  
 Betsy & Nat Allyn  
 Althea & Mark Andersen  
 Elaine & Ronald Andrews  
 Debra Anthonyson  
 Karen & Brad Baker  
 Norm & Mary Ballin  
 George & Betsy Bechtel  
 Michael Bechtold  
 Elizabeth & James Beckett  
 Bern & Cheryl Beecham  
 Faith Bell  
 Laura Bence  
 Harriet Berner  
 Loraine Berry  
 Nan Blackledge  
 William & Elizabeth Blair  
 Roy & Carol Blitzer  
 Hannah Blitzer  
 Mara Blitzer  
 Jane & Bill Bloom  
 Margaret Bobertz  
 Helen & Art Bobrove  
 Walter Bortz  
 John Bracken  
 Catherine Braig  
 Winslow & Ann Briggs  
 John & Susan Brown  
 Betty Buckwalter  
 Ann Bunnenberg  
 Adam Burks  
 Phoebe Bush  
 Owen Byrd  
 Phyllis & Richard Cassel  
 Mark Chandler  
 Allan & Mildred Chin  
 Robert & Susan Christiansen  
 Win Christiansen  
 Garet Clark  
 Marybelle Cody  
 Cynthia Colt  
 Alan Cooper  
 Constance Crawford  
 Suzanne & Bruce Crocker  
 Wendy & George Crowder  
 Urban & Christine Cummings Clark  
 Mary Davey  
 Pamela Davis  
 John & Pat Davis  
 Ray & Anneke Dempsey  
 David & Shirley Deneau  
 Linda Diers  
 Andy & Eleanor Doty  
 Chesley & Shirley Douglas  
 Anne Draeger  
 Peter Drekmeier  
 Tom DuBois  
 Sally & Charles Dudley  
 Isabelle Eastman McNeill  
 Patricia & Jackson Eaves  
 Ellen & Tom Ehrlich  
 Patricia & Jerry Einfalt  
 Alice Erber & Robert Steinberg  
 Joe & Anne Ercolani  
 Sharon & Leif Erickson  
 Sid Espinosa  
 Fidelity Charitable Gift Fund  
 Tom & Nancy Fiene  
 Peter & Edward Fike  
 David Findley  
 Charlene Flack  
 Adrian & Sue Flakoll  
 Megan Swezey Fogarty  
 Catherine & Jonathan Foster

Winfield Foster  
 Maurice & Ellen Fox  
 Myron & Susan Freedman  
 Jan Gabus, D.D.S.  
 Crystal Gamage  
 Carolyn & Brian George  
 Global Impact  
 Robert Colley & Kate Godfrey  
 Paul & Dena Goldstein  
 Janice Good  
 Mike & Loren Gordon  
 Thomas & Helen Gracon  
 Verna & Doug Graham  
 Pria Graves  
 Richard & Lynda Greene  
 Jocelyn Greenman  
 John Hackmann  
 Nonette Hanko  
 Margaret & Tom Hanks  
 Elizabeth Harker  
 Barbara Harley  
 Michael & Gwen Havern  
 Muriel Herhold  
 Robert Herriot  
 Nancy & Henry Heubach  
 Richard & Imogene Hilbers  
 Robert & Jane Hill  
 Joe & Bette Hirsch  
 Dr. Gloria Hom  
 Jane & Terry Honikman  
 Laddie & Don Hughes  
 Carol & Ian Irwin  
 Jay & Myra Jackman  
 Cindy Jacobson  
 Carol Johnson  
 Ms. Johnson  
 George & Sally Kadfa  
 Warren & Patricia Kallenbach  
 Judy & Bill Kays  
 Sue Kemp  
 David & Maureen Kennedy  
 Mary Kennedy  
 Dudley Kenworthy  
 Leo & Marlys Keoshian  
 Jan & Scott Kilner  
 Melanie Kimbel  
 Bob & Edie Kirkwood  
 Yoriko Kishimoto  
 Jennifer & James Kleckner  
 Sheryl & Tony Klein  
 Shirley Klynn  
 Liz & Richard Kniss  
 George & Pia Koerner  
 Kohler Associates Architects  
 Iris & Hal Korol  
 Judy Kramer  
 Nina & Norman Kulgein  
 Philip Leigh  
 Bob & Joyce Leonard  
 Vera Leung  
 Peter & Lisa Levin  
 Judy & Leland Levy  
 Leonard & Mary Jo Levy Family Fund  
 Elizabeth Lillard-Bernal  
 Carol & Lee Lippert  
 Michael Liffin  
 Manuel Lozano  
 Lori & Hal Luft  
 Jing & Richard Lyman  
 Joan & John MacDaniels  
 Carol & Richard Malcolm  
 Dick & Ellie Mansfield  
 Mary Marsh  
 Sandy & Joe Martignetti  
 Debby & Tom Martin  
 Tony & Priscilla Marzoni  
 Dick Maser

Ian Mc Neill  
 Jean McCown  
 Jeanne McDonnell  
 Mary Pat McLean  
 Susan McPartlan  
 Bill Meehan  
 Lynnne Melena  
 Mr. & Mrs. Mendelson  
 Microsoft Matching Gifts  
 Jim & Jane Mitchell  
 David & Lynn Mitchell  
 Jean & Jim Mitchell  
 Elizabeth Moder-Stern  
 Dr. Moore  
 Elizabeth & Mark Moragne  
 Hal Moreno  
 Douglas & Fara Marinkovich  
 Paul & Dena Mossar  
 Patricia Mueller-Vollmer  
 John Murden  
 Debbie Mytels  
 Beverly Nadine, The Tailor Made  
 Trevor Nelson  
 Debbie & Frederic Nichols  
 Sally & Craig Nordlund  
 Noteware Government Relations  
 Sharon Olson  
 Lolly Osborne  
 Maurice & Marion Osborne  
 Dionne & Said Ouissal  
 Judith Ousterhout  
 Nancy Packer  
 Amado Padilla  
 Heather Pang  
 Ted Paulin  
 Janet Peacock  
 Sandra & Scott Pearson  
 Lisa & Howie Pearson  
 Nancy Peterson  
 James Phelps  
 Merry Phillips  
 Gene & Becky Phillips  
 Karen & Richard Prosser  
 Anne Putney  
 Sidney Raffel Family Trust  
 rasasa  
 Tom & Carolyn Reese  
 Diane Reklis  
 Jeannette Rimmel  
 Joyce Reynolds Sinclair  
 Joyce & Paul Rice  
 Susie Richardson  
 Mary & Andrew Robell  
 Nancy D Robinson  
 Norman Robinson  
 Jeanese Rowell  
 Elisabeth & Robert Rubinfiem  
 Daniel & Diane Sagalowicz  
 Estelle Saltzman  
 Paula & Dennis Sandas  
 Wilbur & Pomona Sawyer  
 Susan & Jeffrey Scheel  
 Stan & Barbara Schrier  
 Charlie Schulz  
 Katie Seedman  
 Laura & Howard Selznick  
 Harriette & Joe Shakes  
 Thomas Shannon  
 Nancy & Eugene Sharp  
 Flash & Olga Sheridan  
 Anthony & Virginia Siegman  
 Gerald & Donna Silverberg  
 Lynette Skelton  
 Arthur & Sharon Small  
 Dennis & Ellen Smith  
 Stephen & Diana Smith  
 Laurie Spaeth

Becky & Robert Spitzer  
 Marcia & Elizabeth Standley  
 Jody & Michael Stauffer  
 Diana Steeples  
 Shirley Stewart  
 Suzan Stewart  
 Claire Still  
 Ian & Ruth Stockdale  
 Margaret Stone  
 Carmen & Roger Stuhlmuller  
 Sally Supplee  
 Crystal Taylor  
 Kelli & Steffan Tomlinson  
 Kathy & Mike Torgersen  
 Mary Beth & Bruce Train  
 Ellen & Mike Turbow  
 Paul Turner  
 Ellen Uhrbrock  
 University South Neighborhood  
 Assn.  
 Joan Urquhart  
 Jim & Joan Van  
 Colleen Vescia  
 Linda & Tom Vlasic  
 Peter & Lisa Voge-Levin  
 Meta Wagstaff  
 Ann Walker  
 Holly Ward  
 Mimi Webb  
 Len & Hilda Weisberg  
 Gwen Weisner  
 GeeGee & Edgar Williams  
 Caroline & James Willis  
 Marie Wolbach  
 Don & Elaine Wood  
 Janet Wright  
 Susan & Richard Zare

*And to the many more donors making gifts under \$100. Thank you!*

## Advisory Board

Dean Clark, Honorary Chair

Jane Gee, Liaison to the Board

Jim Baer	Ruth Hammett
Gwen Barry	Dr. Birt Harvey
Marilyn Bauriedel	Hon. Karen Holman
Hon. Bern Beecham	Dr. Gloria Hom
Faith Bell	Nancy Huber
Julie Brown	Laura Jones
Loren Brown	Jeanne Kennedy
Dave Bubenik	Hon. Liz Kniss
Carolyn Caddes	Dr. Phillip Lee
Wanda Cavanaugh-Ball	Millie Mario
Margaret Chai Maloney	Peggy McKee
Vicky Ching	Jim Mitchell
Malcolm Clark	Hon. Enid Pearson
Dean Clark	Steve & Nancy Player
Anne Cribbs	Hon. Emily Renzel
Bill Daul	Hon. Susie Richardson
Andy Doty	Michael Shanks
John & Kristine Erving	Hon. Joe Simitian
Hon. Sid Espinosa	Susan Sweeney
Margaret Feuer	Megan Swezey Fogarty
Hon. Hillary Freeman	Leo Ware
Crystal Gamage	Cole Wilbur
Dr. Jim Gibbons	Hon. Gail Woolley
Georgie Gleim	Irene Yeh
Thomas Gracon	

**PALO  
 ALTO  
 HISTORY  
 MUSEUM**

"There are so many reasons why people **LOVE** Palo Alto, there is never a dull moment."  
 - Gloria Hom,  
 History and Asian Studies Professor



Studies Professor

Address Correction  
Requested



Fundraising update for our 630+ donors, founders and community partners!

## City Council Supports Museum Project with a new Challenge Grant!

Help us meet the new \$1.75 million challenge from the City of Palo Alto by November 30, so they will not only continue the lease option for a Museum, but will grant an extra \$665,000 in preservation dollars for the project. Details inside.



Learn more and donate at [www.PaloAltoHistoryMuseum.org](http://www.PaloAltoHistoryMuseum.org).