

January - March
2011



Monterey State Historic Park Association

Presenting News of the Volunteer Program at Monterey State Historic Park

2010: A Banner Year

I am proud of our organization, its volunteers, State Staff, and the sponsors of the Adobes. In fact, I believe all persons related to this year's Christmas in the Adobes, and to the Monterey State Historic Park Association have more than justified their relationship by helping to make 2010 a most successful year in all aspects of its activities since OMPS, or MSHPA's inception. State Parks has had a difficult time, with reduction of funds. MSHPA has also had to watch its nickels and dimes. However, we have continued to be able to support MSHP and provide for the Los Niños and Hands On programs in spite of the economy; and with the financial help of generous community sponsors we have just completed the most profitable CITA program in our twenty-six year history! I say BRAVO to everyone who was involved in making this happen.

We have a meeting coming up. It will be on Saturday, January 22 – a week later than usual, as the first Saturday of January this year was January first. And quite frankly, we need to get our act together as several Board members have been out of town. We will not have a formal speaker, but Mike



Cooper-Molera Adobe in its CITA finery.

Ferry, Superintendent of the Asilomar/Monterey State Historic Park Sector, will be there to give us an update on the state of the State Parks. Michael Green will provide info on volunteer opportunities, and Lisa Bradford, an Interpreter I and the liaison between MSHPA and the State Parks administration will be there to provide additional information as to the collaboration between State Parks and MSHPA. The updated MSHPA Bylaws will be available if any one wishes a copy. And you will meet the current Board members at the meeting as well as be informed as to plans for MSHPA's goals for 2011.

Be sure to mark your calendars:

The MSHPA Annual Meeting
Saturday, January 22
from 10:30am-12:30pm
at Spear Warehouse

A potluck luncheon will follow the meeting. Bring salad, cold cuts and sandwich bread, chips and salsa, etc. The Board will provide mustard and mayonnaise, coffee and water. There will be cake for desert.

PLAN TO BE THERE AND BRING A FRIEND.
Your friend might just become a member too.

— Marjorie Troutman, MSHPA President

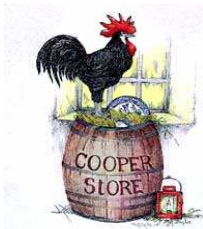
Please note: email address – mshpa@att.net and MSHPA phone – (831)655-9886.

Calendar of Events:

January 22, 2011: Annual Meeting - 10:30am-12:30pm, Spear Warehouse

July 4, 2011: Living History - Cooper-Molera Adobe (Detail to follow.)

December 8 and 10, 2011: Christmas in the Adobes



Website Launch!

Monterey State Historic Park Association Launches Website!!

During 2010, Board Member, Marcia Smullen, took the lead in the creation of a website for the Monterey State Historic Park Association. Utilizing the skills of local web designer, Lisa Goettel, of Birdwing Designs, Marcia was able to pronounce, "It's a Wrap!" just prior to Christmas in the Adobes when the site was launched. This beautifully done website remains a work in progress, with a little "tweaking" still to come, as well as regular up-

dating to keep the information current and fresh. The Association hopes to add a component that will allow the public to purchase tickets online for classes and events like "Los Ninos" and "Christmas in the Adobes". Many thanks to Marcia, and the many other contributing docents and MSHP staff members who deserve a pat on the back and kudos for a job well-done!

Now, in Marcia's words.....,

MSHP Store Hours

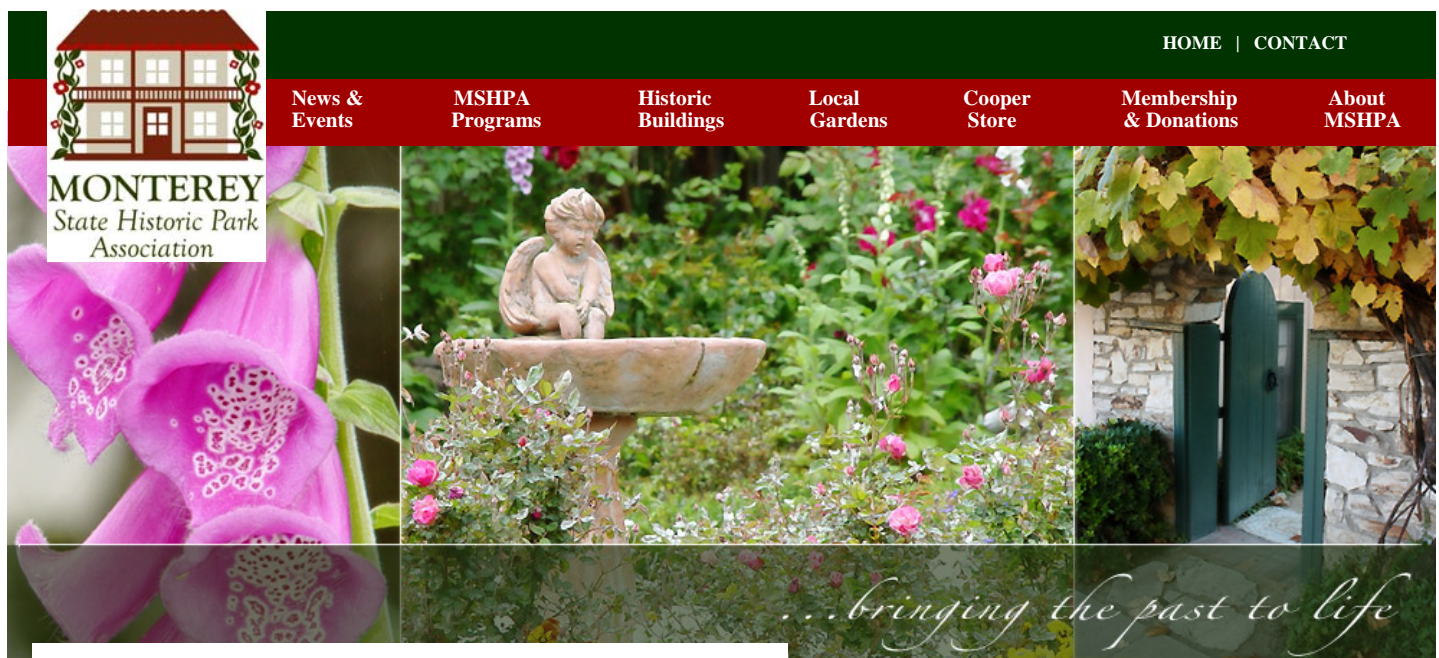
Cooper Museum Store

Monday-Sunday:
10 am - 4 pm

Pacific House Store

Saturday-Sunday:
10 am - 4 pm

...“Take a look everyone - roam around and enjoy!": <http://montereystatehistoricparkassociation.org>



About Us

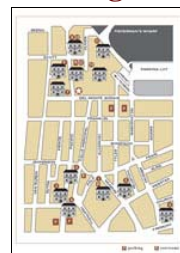
The mission of Monterey State Historic Parks Association is to support interpretation, educational programs, and special events at Monterey State Historic Park in downtown Monterey. The association also assists all of the California State Parks by raising funds and increasing public awareness.

We strive to preserve the historic buildings and cultural heritage of Monterey so that all may experience this special place.

The association sponsors such popular events as Los Niño's for children and the well loved Christmas in the Adobes.

[Learn More >>](#)

Walking Tour



[Get Your Map >>](#)

In The Spotlight

CHRISTMAS IN THE ADOBES

Tickets: \$20 per adult.
\$2 per child (ages 5-17) w/adult.
Children under 5, free.

Call the Cooper Store at
(831) 649-7111 or for credit
card sales (831) 649-7120.

[Learn More >>](#)

What's New at Cooper Store?



Next Step: Marketing:

If you are reading this, there is a very good chance that you are familiar with the Cooper Museum Store. You are likely a member of the Monterey State Historic Park Association, or maybe considering becoming one. You, then, are one of our most valuable marketing partners for 2011. Our store sees many tourists throughout the year, but it is our local customer base and members like yourselves that drive our success.



We work hard to be a destination store, and to offer an experience that is as much about the interpretation of our park's history as it is about offering a great shopping experience. Our long-time regulars continue to return in search of old favorites. New visitors express appreciation for a product mix that stands apart from what they find around town. We try to stay relevant in a retail environment that is sharply focused on value, all the while ensuring that regulars and newcomers alike have plenty of reasons to keep coming back. But how do we expand the circle, so to

speak? How do we let people know that we are open for business, and offer an *experience* along with our great selection of merchandise? 2011 will be the year to focus on marketing. The Cooper Museum Store will be very much engaged in marketing the park, the store, and the association.

As 2010 comes to a close, we are already gearing up for the late-winter/early-spring selling season. The association now has a beautiful new website with plenty of (virtual) real estate space for us to promote our inventory, specials, and events. I also look forward to being a part of the effort to use social media to attract new customers, MSHPA members, and volunteers. We are confident that the newly-approved 20% store discount for members will have the dual-effect of increasing sales and membership numbers! We are budgeting

for advertising opportunities, and looking for opportunities to attract media and community support. Finally, we are going to be looking to the most important element of our marketing mix—all of you!—to help spread the word about our store. I hope you won't hesitate to let me know how you think we are doing, or share a product suggestion or marketing idea. I can be reached by email at thecooperstore@gmail.com. Our little store is now the exclusive and very public face of Monterey State Historic Park and MSHPA, and I look forward to making 2011 the year that many, more visitors become regulars for many years to come.

— Cooper Museum Store Manager,
Stacey Jacobs



The sign outside of the Cooper Museum Store.

On the evening of Saturday, November 13th, The Stevenson House was the setting for a Celtic Music Concert with popular Peninsula musical group, Heartstrings. A programme of numerous Celtic tunes, along with two specially chosen poems read by local actor and Stevenson House docent, Keith Decker, was enjoyed by the crowd of MSHP docents as well as aficionados from the public. The doors opened at 6 p.m. for an hour of informal refreshments on the back patio. At 7 p.m., the evening chill had convinced everyone to gather inside for the entertainment.



"Heartstrings and Celtic Music - Perfect Match"



Bende Kelly samples tasty refreshments.

Scottish author, Robert Louis Stevenson, in his last years of life in Samoa, had befriended the American Land Commissioner, Mr. Ide. His daughter,

Annie, had been born on Christmas Day, and consequently regarded herself as being de-

frauded of her natural rights to a private anniversary of her own!

Stevenson apparently agreed with this assessment, and, having received a law degree to practice at the Scottish Bar prior to

his evolution into a "Teller of Tales", drew up a document in 1891, which gave his own birthday of November 13th to Miss Ide. Hence the "unbirthday" moniker.

The delightful event concluded with an extra-special finale, when local bagpiper, Mike Gillen made his appearance to play "Scotland the Brave" with Heartstrings.

Our raffle of 2 MSHA tote bags filled with special RLS books and gift items raised an additional \$75 to be added to

the evening's ticket sales. Thank you to all the docents who sold entrance and raffle tickets, and who hosted our refreshment and drink tables.



Rosemary Robert selling raffle tickets.

Last, but by no means least, many thanks to the Monterey State Historic Park Association for underwriting another fabulous event at the Robert Louis Stevenson House. It was a great finish to a wonderful year of activities!

— Lisa Bradford, Interpreter I,
Monterey State Historic Park

A Great Year For Christmas in the Adobes

As Saturday at Christmas in the Adobes came to a close, those of us who worked at Cooper Store began to realize that we had experienced a truly great CITA Christmas season. Good weather, enthusiastic visitors, dedicated volunteers and State Park staff resulted in two magi-

cal evenings. The preliminary financial results are excellent. We grossed slightly over \$30,000 which is a new record. As I worked in the store I could feel the excitement of the two evenings as people walked into the store, continuously looking around, asking questions, buy-

ing tickets, and then going on their way. The store was almost never without visitors.

Special thanks should go to members of the fundraising committee who found sponsors for every State Park house and additional pre-season donors. The final total in donations was \$4000.

Membership

The heart of any organization is its membership and at this time MSHPA has well over a hundred and twenty-five members. Many of them have joined to show their support of the MSHPA mission, and they also act as docents and volunteer in various ways during the course of each year. However in addition to our first rate volunteerism, we also need the continuing financial support of membership. NOW is the time to renew our memberships, which as you know, are nominal. Many persons have already sent their dues in. We are hoping that members will remember to include paying their dues when they pay their bills this next month—or even earlier. An-

other idea: when you DO pay your dues, you could even add on a few dollars more to the initial amount as a donation! It's easy, and painless.

The biggest new advantage for being a member, is that you henceforth will receive a 20% discount on all of your purchases at Cooper and Pacific House

Stores when you buy something there and show your membership card. Both stores carry unique items and they are the

places where you will be able to find special gifts for friends or family, for birthdays—or just because!



Storekeeper Carmen Shaw

Remember. Our income goes into the general fund, which supports our educational programs, MSHP, and the Cooper Garden. What we earn through your support stays here for students, the Monterey State Parks

and for the enjoyment of visitors.

Thank you.

— Bende Kelly, Membership VP

Coordinator's Column

This year's Christmas in the Adobes event was another success with MSHP Volunteers stepping up in typical fashion. This was my third CITA event and my first as event coordinator. I couldn't have done it without the institutional knowledge of so many, great notes from my predecessor Carie Thompson, and the support of Monterey District staff, management and volunteers.

Maintenance, Gardeners, Curatorial, State Park Peace Officers, Peace Officers-in-training, Park Aides, Interpreters, Volunteers, and MSHPA – all answered the call and deserve praise for their efforts. In particular, we extend special thanks to the CITA Committee and the over 120 house

volunteers. And, Point Lobos and Point Sur volunteers and State Park academy cadets deserve a special note of thanks for Wayfinding – those cheerful folks who stand on the corners with maps and flashlights.

As many already know, each of our state park buildings received a generous sponsorship of \$500, as many community donors helped defray costs. Several downtown businesses also donated smaller amounts to help defray costs.

Ticket sales were robust. At this writing, early estimates were for over \$20,000 in gross receipts. Best of all, the weather decided to cooper-

ate and give us two beautiful evenings for Monterey's signature holiday celebration. Visitor numbers were good on Thursday and outstanding on Saturday. Larkin House, for instance, had 540 visitors on the first night and 1,040 on the second! Stevenson House had over 880 visitors on Saturday.

As I moved among the houses during the two evenings, the spirit was warm and friendly. It was delightful to see so many visitors to our city, especially families and friends, enjoying another great CITA event. Thanks to you all and happy holidays!

— Michael D. Green, SPI III,
Monterey State Historic Park

Many Thanks to our CITA Sponsors

It was well known that California's State Parks have been underfunded for quite some time. MSHPA has made it its mission to support Monterey State Historic Parks when and however we are able. We have collaborated with MSHP for many years in the production of CITA and each year we have taken over more of the funding for the program. This year we increased our portion of financing the payment of salaries of the State Park employees for Christmas in the Adobes. Our sponsors helped us to defray this cost increase. Below, is the list of our sponsors.

ROBERT LOUIS STEVENSON HOUSE

Betty Crowder and David Groll
Janet Tallon and Dave Whittick
Jan and Andy Stambaugh

LARKIN HOUSE

Betty and Mike Sproule
Jim and Marie Colbert

COOPER HOUSE



In Memory of Dr. Clair A Weast

CASA SOBERANES



FIRST THEATRE

In Memory of Howard T. Powell

PACIFIC HOUSE



CUSTOM HOUSE



OTHER MAJOR DONERS

City of Monterey
Copy King
Whole Foods

EVENT SPONOSORS

Breakfast Club
Cardinale and Wright Christmas Trees
Marigold Cole: In Memory of Allan Cole
Le Blanc Burlwood Gallery
Monterey Ski and Social Club
Pino's Cafe
Holly Rossi: In Memory of Vince Rossi

ADDITIONAL SPONSORS

Granite Rock
Trader Joes

Message from the Park Superintendent

Greetings and a Happy New Year to all! 2011 looks to be another challenging one for all of us at State Parks. We have learned to adapt and survive these tough challenges through the collaboration and team work of dedicated park staff, volunteers and community partners.

Budget cuts will continue for State Parks. How deep the cuts will be and when they will occur is unknown at this time, but they will continue. We have been advised by Park Headquarters to expect substantial operational changes at the field level. This means that every part of our park operations will be under scrutiny. This includes limited maintenance services, reduced park hours and some parks being closed two days of the week or more. All levels of service could be reduced in the future including park ranger and life-guard response times to emergencies.

On the local front at MSHP, most of our adobes are already closed. We have reduced our services about as much as we can. However, getting the adobes open again will be a challenge and will require creative ways to make it happen, most likely through the help of our community partners. The City of Monterey has shown an interest in working with State Parks to get the houses reopened. I do not see a significant reduction in our interpretive programs due to the fortunate fact that they are self-funded programs with additional support from the Monterey State Historic Park Asso-

ciation and our Special Events program.

Despite the existing budget cuts, we have had a very good year and many successes to celebrate. Volunteerism continues to save the day! This year volunteers turned in a whopping 4,765.5 hours of donated time. History Fest and Christmas in the Adobes had very good turn-outs. Cell phone tours made their debut. The Cooper Store continues to gain traction. The Custom House, Pacific House and Stevenson House were reopened on weekends and holidays. We also brought back three rangers and now have a

new Supervising Ranger, Sean James, hired last week.

Your continued positive attitude and hard work through these difficult times will get us through the next year. I thank you all for your efforts and vow not to take your services for granted and promise, as your Park Superintendent, to continue to support our park staff, volunteers, programs, develop new programs and GET THOSE HOUSES OPEN! Let's make it another great year!

— By Michael C. Ferry,
Asilomar/MSHP Sector Superintendent

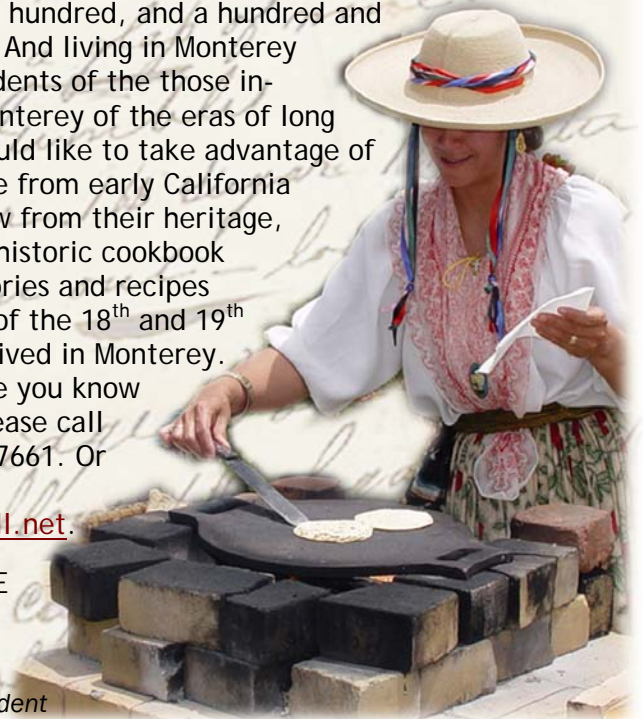
AN HISTORIC COOKBOOK? WE NEED YOUR HELP!

The Mexican/Indian/Spanish/immigrant American traditions have wonderful flavors and used many varieties of ingredients two hundred, and a hundred and fifty years ago. And living in Monterey are the descendents of the those inhabitants of Monterey of the eras of long ago. MSHPA would like to take advantage of those who come from early California families, borrow from their heritage, and publish an historic cookbook utilizing the stories and recipes of the peoples of the 18th and 19th centuries who lived in Monterey.

If you or anyone you know can help us, please call me at 831-394-7661. Or e-mail me at jhouser@pacbell.net.

THIS SHOULD BE INTERESTING!

— Jan Houser,
MSHPA Vice President



Preserving Monterey's Historic Heritage



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Monterey, CA 93940

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MEMBER ORGANIZATION

NATIONAL
TRUST
FOR
HISTORIC
PRESERVATION®

January-March 2011

Remember your tax-deductible membership and donation to further support our mission of Children's Programs and Interpretation.

Monterey State Historic Park Association

Serving Interpretation and Education at Monterey State Historic Park Since 1975



2011 MSHPA Board of Directors

- Marjorie Troutman, President (831) 647-1486
- Jan Houser, Vice President (831) 394-7661
- Kathy Miller, Co-Secretary (831) 649-1895
- Mary Powell, Co-Secretary (831) 646-5405
- Toy Bryant, Treasurer (831) 373-1052
- Bende Kelly, Membership Chair .. (831) 649-1750
- Betty Crowder (650) 575-9831
- Lorraine Ellzey (831) 754-4881
- Marcia Smullen (831) 626-3579
- Lisa Bradford, CAL (831) 649-7109

Donations are encouraged and needed. They are tax deductible to the full extent of the law.