

# Museum News

Fall 2013

HEIDRICK AG HISTORY CENTER

## What's Inside

Museum Rental Events

New Museum Staff

Plan a Gift

Staying Connected

Welcome New Members

Getting it Done in a Day

What is Agriculture?

Don Peart & Almonds

## Pumpkin Smash Bash

Pumpkin drops, catapulting, smashing, and bashing! Sound like fun? Then join us on October 26th for the 2nd annual Pumpkin Smash Bash. We'll taste the finest California beers and wine. Register before October 19th and you'll have more to spend on goodies from Ernie's BBQ. Part of the proceeds will help the U9 soccer team, the Woodland Arsenal. There will also be a raffle, with a grand prize you won't forget! Last year, costumes and prizes for tossing were a big success. We'll keep updating our website at [www.aghistory.org](http://www.aghistory.org) with details so visit our website and buy your tickets now. This year we'll have more categories! More prizes! More costumes! More pumpkins!



If you are feeling particularly inventive, bring a mechanical device to pulverize a giant pumpkin and get in for free. But call for details first!

## Heidrick Ag History Center is Here to Stay... Executive Director Lorili Ostman

In August, The Sacramento Bee published an article about the Museum with a headline that stated: "Tractors, old trucks hit road to Reno." We want you to know that the tractors in the Museum are here to stay and that the Heidrick permanent collection remains intact. But you should also know that the collection also consists of autos, trucks, horse drawn wagons and more!

We feel it is critical to reach out to you – our visitors, fans and residents in Northern California – and clarify the current situation and get out the real story on our plans for the museum's redesign. The leadership in place at the Heidrick Ag History Center is deeply familiar with our founders' goals and vision. We've seen the Museum transition through several phases of development in keeping with our mission, but with new space we can expand on the mission to showcase more of the California Story.

*continued next page*



## Plan a Gift

Place us in your  
Will or Trust!

Donate Stocks, or Barns,  
Artifacts and Real Estate!

Consider making an investment in safeguarding the genius of our forefathers who invented agricultural and transportation vehicles. Name the Heidrick Ag History Center as a beneficiary in your Will or Trust. We are preserving our history and telling *The California Story*.

**Our budget is supplemented by people like you.** The Museum is a 501 c 3 organization supported by growers and museum enthusiasts in the state.

This collection is not just a part of Woodland or Yolo County. It is our past, present and future.

Contact Lorili Ostman,  
Executive Director,  
for more information on how to plan a major gift to support the Ag History Center.

530.666.9700

[Lorili@aghistory.org](mailto:Lorili@aghistory.org)



## Here to Stay . . . continued

The first phase of development was balancing the budget and rebuilding infrastructure. Now we are in phase two. This is a period of growth and working with new groups to underscore community connectivity.

You'll hear more about **community connectivity** as the year progresses. We have

reached out to new groups to engage communities and assemble diverse populations. We're planning new rotating exhibits, fresher event spaces, and an all around new hub of activity. We are discovering our roots and plan to rotate more artifacts and exhibits in an additional 45,000 square feet of showroom floor. **Do you have any ideas about what can be showcased at the Museum?**

Have you looked at the California map recently? Yolo County sits in the center of Sacramento, Solano, Napa, Colusa, Sutter, and Lake Counties. Divided by just a few miles, Yolo County nearly touches the edge of Placer and San Joaquin. It is at the heart of agricultural activity still boasting increases in food production.



Did you also know we are a hub of activity for collectors? People, who are fascinated with history, restoring artifacts, reliving the past through experiences and preserving knowledge either live here or make the Museum a destination. We saw more than 10,000 guests in the first half of this year. That doesn't include the members who support us and regularly bring their families to experience a personal tour of what the land means to them, or to see how mechanical innovation influenced their lives.

You'll see some new rotating exhibitions come out of mutually beneficial collaborations. Best of all, these new working relationships expand the breath of experiences for museum guests.

One of the goals at the Heidrick Ag History Center is to create opportunity for the public to learn. Looking back we have made a number of improvements to the Museum, making an experience increasingly accessible to a broad range of visitors through multi lingual audio tours. New kiosks will continue to establish a fun element while helping guests answer the question: "how was that used"?

Is the mechanical genius of yesteryear forgotten? I think not! As I listen to people puzzle out the how's and whys of the artifacts in the Museum I've come to the conclusion that we have amassed a collection that has a vast story to share with people of all ages, genders, and interests. Somewhere in each of us lie the roots of agriculture and a fascination for mechanical innovation.



## Museum Rental Events

The year is beginning to wind down, but the events are still going strong at the Heidrick Ag History Center. We are approaching the end of wedding season, and it has been an exciting one. Our wedding bookings have doubled since 2012, and we keep growing that portion of our business. Since wedding clients tend to book further in advance, we are already booked up through May of 2014 and even beyond! While touring the venue, many of our clients have commented that they initially considered booking with the Heidrick Ag History Center because a

relative had an event here, and gave them a glowing recommendation of our facility and amenities. This is the positive community perception that is vital to maintaining and growing a book of business, and has kept the Heidrick Center a local mainstay.

The event center is also forging new relationships with caterers and decorators that are either new to Yolo County, or have not been to the Heidrick Center before. Taking a cue from the farm-to-fork movement that is growing in Sacramento and Yolo counties, these caterers provided elevated menu options based on local produce and seasonal cuisine. It is exciting to have an expanded list from which to offer recommendations, and clients enjoy being able to have more options in every price category. Yolo is an emerging food scene, and with

many brides wanting to keep up with the latest food trends, caterers must be creative and innovative to meet the need; and what better area to do that in than an ag-centric county like Yolo!

At the event center we always appreciate a client that goes the extra mile to make sure their event looks stunning, because we benefit from showcasing such events on Social Media. When a prospective client can see the potential of the event center once it has been dressed up, they are much more likely to book. The newest decorator to Yolo County, Carla Vazquez, has transformed the event center into a stunning Spring oasis on two occasions, which we featured on our Pinterest page. Using the Heidrick Center as a backdrop, these decorators and caterers enhance the clients entire experience.

Another all-inclusive experience takes place when families and businesses host a holiday party at the Heidrick Center. Attendees can enjoy their meal then head into the museum to take a tour, which adds an element of entertainment to the festivities. We still have some dates available, but several have

*continued next page*



## Keep informed with **Email**

Please share your email and stay informed about the latest activities at the Museum.

Email  
[membership@aghistory.org](mailto:membership@aghistory.org)  
and learn what's new  
or go to our homepage at  
[www.aghistory.org](http://www.aghistory.org)  
and enter your  
email address.

## Staying Connected

Stroll Through History  
Sept 7th

Farm to Fork  
Capital Mall  
Sept 28th

Pumpkin Smash  
Museum  
Oct 26th

Community Conversation  
Oct - 9th

Museum Day  
Feb 1st

## Introducing new museum Staff

Curator & Writer  
Dawn Einwalter

Development & Marketing  
Vikram Chowdary

Lobby Manager  
Jared Richardson

## Rental Events . . . continued

been taken after running our Christmas in July special. If you or your office is looking to host a holiday lunch or sit-down dinner, we have very competitive rates and are non-restrictive with vendors. One of the businesses that hosted their party with us last year had a Monte Carlo themed night, and all the guests got to play Craps and Roulette for prizes. The Heidrick Museum was perfect for their group because we had enough space to accommodate the games and dining tables. So if you are thinking of hosting a creative event such as this, call us!

Fall is upon us, and with it brings harvest season for our growers, but in the events industry it means a mini engagement season! Many couples get engaged over the holidays, leading November and December to be a flurry of booking activity. With our wedding bookings already on the rise, coupled with the upcoming boon later this year, it looks like 2014 is going to be a very successful and busy year for the event center!

“To see some great examples of caterers practicing Farm to Fork follow the link.”  
<http://farmtoforkcapital.com/restaurants-2/>

## Remember These Events?

I've seen many of you at our exhibit openings, education activities, demonstrations, and catered member receptions. Most recently many of you attended “Tomatoes, the California Story” which acted as a catalyst for related events and activities.



The Heidrick Ag History Center is a Museum dedicated to enhancing people's understanding and appreciation of California's rich cultural heritage through the presentation of vehicles and artifacts that represent the evolution of agricultural and transportation.



## Mission

# Welcome New Members

May-August 2013

Pamela Marvel  
Brian Barnett  
Stan Brown  
David Neilson  
Ashley & Kathy Payne  
Ernie Roncoroni  
James Grieshop  
Ray Yeung  
Thomas W. Ellis  
Phillip J. Stewart  
Kenny Calhoun  
Jeff Myers  
Michael J. De Wit  
Norman Hansen  
Antoine Stribling  
Axel M. Karlshoej  
Ramon Urbano  
Andy Peart  
Nancy & David Smith  
Jim Jackson  
Don Douglas  
Paul Duppong  
Hans Fors  
Norma Berrettoni  
Betty J. Baxley  
Joe Yeung  
Eric Schreiner  
Mike DiSilva  
David Geer  
Nancy Button Young  
Bob Davis  
James W. Kellers  
George Souza  
Larry Highfill  
Dawn Einwalter  
James McGibbon  
Sally Button  
Brad Tribschr  
Doug Williams  
Richard Larkey  
Janice Bailey  
David D. Parrish  
Jim Lassnell  
Dan Faustman



## Rent the Museum

The Heidrick Ag History Center is the place for all your special event needs. We have three unique event spaces, including our Event Hall, Museum and Courtyard, and a number of packages to suit your needs. Please call Rachael Ryen at (530) 666-9700 or email [events@aghistory.org](mailto:events@aghistory.org) for more details.

Follow us on **Pinterest**:

<http://pinterest.com/heidrickmuseum/>



The Heidrick Ag History Center's 1917 White truck

## Help us Restore a 1917 Commercial Classic

The Heidrick Museum is restoring a 1917 White truck, an excellent example of a WWI-era commercial vehicle. This one and one-half ton flatbed truck features a "C-cab," so named for its distinctive curved shape. The cab's sides are open to the weather, but the manufacturer made a nod to the driver's comfort by providing a glass windshield. When fully restored, this fine vintage vehicle will be an asset that adds excitement to the Heidrick Museum's ever-growing transportation collection.

The White truck was manufactured by the White Sewing Machine Company, established by the inventor and entrepreneur Thomas H. White. The company first moved into transportation by leveraging its commercial success manufacturing sewing machines into bicycles and roller skates. By the early 1900s, Thomas White's three sons, Walter, Windsor, and Rollin<sup>1</sup>, a Cornell-trained engineer, were developing trucks and automobiles. Early White trucks were steam-powered, using a flash boiler Rollin invented in 1899 that employed a set of thick-walled tubes to carry super-heated water.

Steam-powered automobiles were prone to overheating, and by 1909, the Whites introduced a gasoline-powered engine for their line of transport trucks. White trucks were widely used for commercial and military transport, with over 18,000 White trucks serving the Allied forces during WWI<sup>2</sup>. More affordable than many other trucks of that period, White trucks had a reputation for hardy reliability.

In the post-war years, truck manufacturing was highly competitive, with many truck lines becoming increasingly similar in appearance and capabilities. From an original field of over 300 manufacturers, only a few large companies like White emerged as major post-war manufacturers. White made commercial trucks until 1980, when it was acquired by Volvo AB.

The restoration of the Museum's White truck is already well underway. To complete it, we must replace the worn tires and rear wheels, and recondition the engine. Solid core rubber tires and matching wheels are a specialty item. Won't you help us complete the restoration of this fine vintage vehicle? Every dollar helps! Please contribute what you can - \$25, \$50, \$100 or more and help us bring the White truck to its former glory.

**To donate to the restoration, please click  
[Donate | Heidrick Ag History Center](#)  
and select the "White Truck" option on the form.**

<sup>1</sup> During WWI, Rollin White also developed a small tractor which was manufactured under the name Cleveland Tractor Company. In 1919, the name was changed to Cletrac.

<sup>2</sup> Karolevitz, Robert, *This was Trucking*, 1966. New York: Bonanza Books.



The White truck's C-cab

## Getting it Done in a Day

Volunteers, board members, community leaders and supporters are moving mountains. One of the newest projects at the museum is the outdoor exhibition area that showcases tractors, trucks and implements. Energetic community members support these projects with their personal skills and resources. Volunteers help us with our day to day operations and make



it possible to create new and exciting visitor experiences. Currently, we are restoring the Blackwelder Tomato Harvester. The museum's Tuesday crew has been instrumental in the launch of our newest exhibit, *Tomatoes, the California story*. The Road Roller and Bridge House are lining up for the next infusion of community support. With the help of organizations like John Deere and Holt of California we have been able to restore and display new pieces for the public. As the museum springs forward, our volunteers are the heavy lifters and we are so thankful for their efforts.



## What is Agriculture?

The term agriculture describes the science and the practice of cultivating plants, animals and other life forms for the utilization of food and products that sustain life. Agriculture includes cultivating the soil, growing and harvesting crops, and raising livestock. Later crop rotation, irrigation, electrical power, herbicides and insecticides greatly influenced how agriculture developed. California records document significant crop production as early as the Gold Rush in the mid 1800's. Cattle, wheat, barley, and other small grains were grown by people who came to strike gold. The success of producing food (or lack of it) could create wealth or poverty. Mechanization was one of the tools that spurred California farmers and ranchers on as worldwide food suppliers.

## Don Peart & Almonds

Don Peart was a trusted friend and board member of the Heidrick Ag History Center. About a week before Don died he said: "Vesta and I would really like to see an exhibit about almonds at the Museum. If I found some artifacts and sponsors would you be interested in showcasing the almond story?" Don was not able to see this vision through but it could be manageable with your help. If you have any ideas to support Don's dream, please let us know.



## HEIDRICK AG HISTORY CENTER

1962 Hays Lane  
Woodland, CA 95776  
Ph: 530.666.9700  
fax: 530.666.9712  
aghistory@aghistory.org  
[www.aghistory.org](http://www.aghistory.org)

501 c 3 Nonprofit  
EIN 95.4504986  
Established in 1994

Meet our staff  
and board at  
[www.aghistory.org](http://www.aghistory.org).

*We're working  
to keep the  
culture of  
Agriculture alive.*