

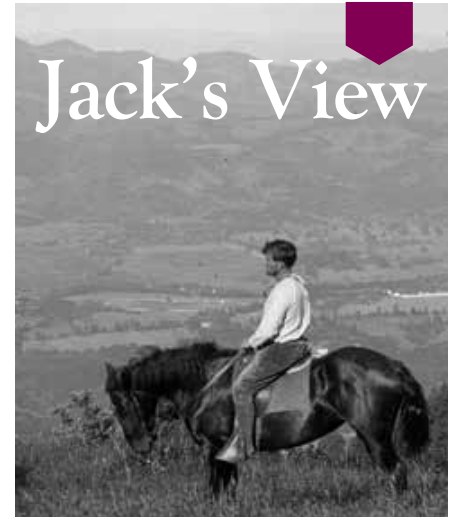
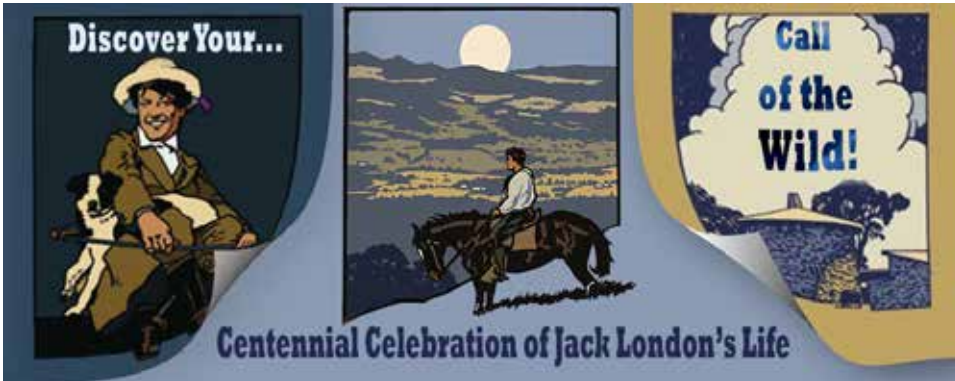


JACK LONDON STATE HISTORIC PARK

Moon Letter

Operated by Jack London Park Partners

Fall 2016



News from the Park

With the Centennial Jack London grave site memorial, Jack London Remembered special event and the drawing for the Centennial quilt, handcrafted by the Glen Ellen Village Quilters, activities and programs to celebrate the 100th anniversary of Jack London's legacy conclude this month. Throughout the year newspaper columns written by scholars kicked off a monthly theme which gave attention to the characteristics that contributed to the "brilliant blaze that was his life". We were pleased to partner with Oakland and Sonoma Libraries to implement the "Great Read" and writing contest, the Vallejo Yacht Club to provide sailing adventures, Quarryhill Botanical Garden and the City of Sonoma to plant and sell Heritage Oak seedlings, and the Sonoma Community Center to organize The Jack London Film Fest which encouraged people of all ages and backgrounds to "Discover their Own Call of the Wild". Central to the Centennial Celebration was the launch of a campaign to re-design the outdated exhibits of the House of Happy Walls. Conceptual development for the exhibits tell the London's story in ways that will inspire visitors to live their life full measure. We have raised a little over a half of the \$750,000 campaign goal and anticipate successfully concluding the campaign in 2017. Several events are being planned throughout next year to build excitement for the grand opening and re-dedication of the museum in April of 2018.

On April 23, 1907 reporters, well-wishers, and curious strangers crowded a wharf on the Oakland estuary to watch Charmian and Jack London sail toward the narrow Golden Gate straits. The couple waved from the two-masted Snark, the ketch Jack designed for a planned seven-year trek around the world. The crew included a Stanford athlete, a Japanese valet, a magazine editor, and Martin Johnson from Kansas. Journalists called the plan "London's Folly." Close friends feared they would never again see the couple, while naval officers bet over their likelihood to reach Hawaii.

For Charmian and Jack, the venture promised a rare opportunity to circle a rapidly changing world and report on colonialism. Jack had crossed the Pacific on a tall sealing ship, and understood the

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A Note from the Executive Director



2017 will mark our 5th anniversary of park management and we should all be proud of the milestones achieved since 2012. Attendance has doubled, a little over 400 volunteers help carry out the essential functions of the park and year round events make the park a relevant community resource. A friendly culture, capital improvements and well maintained grounds have almost 90% of our visitors ranking their overall experience as excellent – the highest score possible.

Next year we begin the process of renewing our operating agreement with State Parks which, over the past recent months, has received positive endorsement. We have met with the heads of the new partnership office who will oversee renewal of agreements recommended by the District, a consultant who is gathering information from operators about what should be included in revised agreements and will attend a workshop in November to discuss a process for collaborative agreement on the roles and responsibilities of State Parks staff and operating personnel. Updates to come!

Tjiska Van Wyk
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Volunteer Spotlight



Eric Norrbom

At the end of his shifts, Eric Norrbom salutes and states “Norrbom signing out”. We all salute back because he richly deserves our deep appreciation and respect. With over 500 hours of volunteer service in just 2 years, Eric supports the parks in a multitude of ways. He staffs the cottage, catalogs the publicity for Jack London Park, and is a Park Steward at Sugarloaf Ridge. “Both parks provide interesting, varied and fun volunteer experiences, are steeped in history and provide almost limitless experiences in getting back to nature. I especially enjoy meeting new and interesting people from all over the world who come to see where Jack lived, wrote and died. I feel fortunate to be taking a part in the preservation of this important part of American history”. Eric is great-great grandpa, a retired nurse, and served in the Marine Corp reserves, bringing a wealth of his own experience and history to the parks.

and a special thanks to... Marcelo Defreitas



Known by many as the master mind of incredible and memorable fundraising events, we were deeply honored when Marcelo agreed to chair the park’s Centennial Celebration Gala – Call of the Wild. His creative orchestration of a program that evoked the spirit of Jack and Charmian London lent itself to a magical evening for a sold out audience of event attendees. He worked tirelessly to make sure no detail was overlooked and as a result, in addition to raising significant contributions as master of the Fund a Need, he helped create tremendous goodwill among the community members for the park. Thank you Marcelo – the resounding success of this special evening is in no small part due to your generous leadership and outstanding work!

Jack's view continued from page 1

difficulty of the plan. Naturally courageous, Charmian was game for any perils ahead. They knew the experience would provide ore for his writing, just as the Yukon Gold Rush had served his early works. They

along the way. Charmian also wrote, a typed diary in multiple copies to send off to friends. They took turns at the wheel and boat maintenance. Jack fished while Charmian shot birds for food. For relaxation they



Historical photograph courtesy of the Huntington Library, San Marino, CA

were better prepared for the physical and mental challenge than anyone else on the boat.

Within hours the results of poor construction appeared. The Snark leaked like a sieve and failed to handle as expected. For a week everyone hung over the rails in reaction to the towering waves. Later the plumbing malfunctioned, and food stuffs rotted. Reaching Hawaii required precise navigation, but Jack discovered the appointed navigator had no idea where they were. In typical fashion, he pulled out a book and taught himself the instruments. The reached Honolulu the very morning he predicted.

Throughout the trip, Jack's devotion to order and schedules remained. Mornings he wrote, completing his novel *Martin Eden*, as well as short stories and essays inspired by stops

listened to their RCA Victrola, mostly opera, and read aloud. After dinner they played card games, Charmian noting the scores like a competitive athlete.

While the Snark underwent repairs in Hawaii, the Londons enjoyed hospitality from deposed monarch Queen Liliuokalani, major plantation owners, and local residents. Whenever possible, London gave speeches on the benefits of Socialism. Among the first visitors to surf, Jack's later articles inspired mainlanders to try the sport. Curiosity drew the couple to the Molokai leper colony. Spending several days, they watched the afflicted garden, ride horseback, and play piano with missing fingers. Jack's journalism describing the colony displeased Hawaiians who wished its presence

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A Little This and That...



Klondike Challenge

Are you taking the Klondike Challenge? If so, you don't have much more time, graduation and hike celebration on January 28th. Update your culminative total by December 31, 2016 at

<http://jacklondonpark.com/klondike-challenge.html>

Centennial Guest Articles



Don't miss the wide variety of centennial articles written by Jack London scholars and aficionados during this centennial year. Read them at:

<http://jacklondonpark.com/centennial-celebration.html>



Jack's Shop

Jack's Shop, in the House of Happy Walls museum, has great gift ideas! Be dazzled by distinctive earrings, necklaces, and key chains designed especially for the park by a local artisan, Camille Torres. We have puzzles & coasters with images by renowned artist, Dennis Zieminski. A nice selection of kid's activity books, and puppets are a treat for all ages. Framed pressed leaves of Redwood, Oak and Eucalyptus are a good way to bring part of the park home. Don't forget, we have one of the largest collections of books about and by Jack London. At the end of the day, take home a Jack London Park mug, fill it with your favorite hot beverage and reflect on the wonders of Jack London Park.

Jack's View continued from page 3

concealed.

The Snark repaired and most crew replaced, they headed to the South Seas. They followed the earlier footsteps Melville, Stevenson, and Gauguin in order to observe changes brought by colonization. Travelling on horseback or foot, they explored isolated villages. At one feast they played opera and Sousa marches on their Victrola to accompany hula dancing. Charmian's diaries also observed disease, signs of indifferent government, and local culture weakened by Western incursion. When the Londons gave local people gifts of thanks, natives reciprocated with papayas, live chickens, and one pig. For several weeks a local couple joined their travels through the islands.

If the beauty of Tahiti and Samoa mocked the reality for its indigenous people, the Solomon Island landscape matched its horrors. Heavily-treed waterways reminded of the Londons of Conrad's "Heart of Darkness." The islanders were warring cannibals, their culture based upon revenge murders. Well-armed white slavers captured local men and sold them to coconut growers. The Londons stayed at one plantation to study how it was run. Despite being charming guests, they left in disgust that this brutal system remained.

By this stage in their journey, illness afflicted everyone on the Snark. Infections and puzzling ailments forced a cancellation of their dream. The ship sold, they recovered in Australia. Despite the loss, both Jack published *The Cruise of the Snark*, while Charmian wrote two books, *Log of the Snark* and *Our Hawaii*. His journalism and short stories informed readers how Western colonial ways were harmful. Despite the initial plan falling through, they were proud of all they accomplished by using their words to educate readers used to hearing the glories of imperialism.

Clarice Stasz, Phd, is Professor Emerita of History, Sonoma State University. Raised in New Jersey, she had never read London until she moved to California. Visiting the State Historic Park, she was inspired by House of Happy Walls to explore his life and times, and in particular the women in his life. As a result she has spent over forty years in this endeavor. Her London-based books include American Dreamers and Jack London's Women. She has also taught about him at summer seminars for school teachers, and published in scholarly journals. Among her other books are The Rockefeller Women and The Vanderbilt Women.

Have you seen the Centennial Quilt?



November 26th noon-200pm join the festivities as we draw the winning Raffle ticket for the "discover your call of the wild quilt."

You may know the Glen Ellen Village Quilters from the beautiful quilts they have made for the Glen Ellen VillageFair, Valley of the Moon Children's Home and last year for the victims of the Valley Fire in Lake County. This charitable group of nine quilters have been working together since 1996 making beautiful, nurturing quilts for charity and raffles. This year they chose to donate their quilt to the Park as a fundraiser to support natural resource protection projects and interpretive and educational programs.

and a special thanks to... Margie Foster



For her organizing the creation of the Centennial Quilt and her energy promoting the raffle ticket sales. (shown here at the Sonoma Fourth of July Parade!) Also many thanks to the other quilters: *Deb Pool, Marsha Moran, MaryAnn Carr, Pamela Wiley, Cathy Leonard, Leslie Smith, Cheryl Franzini-Pegan and Tillie Angus!*

Welcome Caroline Quilici, Director of Events



Caroline has led, organized and executed a variety of fundraising events for Sonoma Valley schools with a track record of increasing net earnings over each prior year. She is adept at working with volunteer committees, securing sponsorships and enlisting vendor support through in kind donations. Prior to event management, she was production coordinator for several marketing firms including Old Navy and Gap. Caroline will be responsible for the park's annual fundraisers and private events.

Welcome Kristina Ellis, Tours & Education Manager

Kristina has been an educator for the past 15 years and in that time, has designed and developed curriculum that combined natural and cultural history and language arts for elementary and middle school students. She has developed habitat conservation education programs and overseen the fabrication and installation of exhibits to inspire an authentic connection between people and nature. Her experience also includes leading workshops to incorporate the natural environment in classroom lessons for rural school teachers in Zimbabwe. Kristina will be responsible the park's interpretive tours, school curriculum development and summer environmental educational programs.



Welcome Dawn Proteau, Donor Relations Specialist

Dawn recently left her position as Administrative Support Coordinator for California State University, Northridge – Financial Services to return to Sonoma to be near family. Prior to this position she was Administrative Assistant to University of Southern California -Information Technology Program. Dawn will be responsible for management of the database, in house production of mailings, cultivation events and social media campaigns.

Meadow Lands Project



In collaboration with California State Parks, Jack London Park Partners is currently working on a project to restore some of the historic meadow lands within Jack London State Historic Park.



This project includes removal of a portion of the Coyote Brush and tarping of the cut stumps to prevent photosynthesis. We are very excited as this project promotes the biodiversity in our wonderful park! For questions or info email our Director of Operations Eric Metz at emetz@jacklondonpark.com.



Centennial Gala – Call of the Wild!

On September 17th a century melted away when a sold out crowd celebrated one of the history’s greatest authors in historic Beauty Ranch. The meadow bustled with the kind of livestock Jack had while experimenting with new methods in sustainable agriculture but no animal drew more attention than the artic wolf that answers to “Journey” but on this evening embodied White Fang.

Chuck Levine and Laura Benward channeled Jack and Charmian along with old time song and dance illustrations of the couple’s novel worthy adventures. The Gala, chaired by Marcelo Defrietas, grossed a little over \$458,000 to support park operations and the re-design of exhibits in the House of Happy Walls.





▲ The Celebration Gala

- | | | |
|---|---|---|
| 1. Deborah and Harvey Shein with Ari Weiswasser | 4. Diana Bugg, Marcelo Defreitas, and Pam Gilbert | 7. Dennis Ziemienski with Marcelo Defreitas |
| 2. Tjiska VanWyk | 5. Dinner and entertainment | 8. Silent auction display of Dennis Ziemienski's art work |
| 3. Jack and Charmian London | 6. The wolf- Ambassador Journey | |

2016 Volunteer Appreciation Dinner

200 volunteers braved a cold and windy day in the winery ruins on October 2nd for the annual Volunteer Appreciation Dinner. There was plenty of comradery and laughing while park staff and friends, Liz Montgomery, Elsie Smith and Richard Neveadomi set up and replenished the food catered by S'Wine Country BBQ. Volunteer Jim Wittes entertained everyone playing keyboard music, while volunteers Cheralyn Barr, Jim Jackson and Ron Dodge and others assisted with the setup and take down. Michelle Milne decorated the tables with her special centerpieces that unfortunately took a battering in the wind. Accolades of appreciation were presented by park staff and a California State Park Poppy Award was presented to Lou Kinzler for his outstanding volunteer work at Annadel and Sugarloaf Ridge Parks. The Sweetwater Spectrum members of the Green Team were presented with special awards for their outstanding assistance with our recycling program headed up by Marijo Dickerson. Thank you to everyone for sharing your enthusiasm to make our Park a standout!





▲ 2016 Volunteer Appreciation Dinner

- | | |
|--|---|
| 1. Susan St. Marie | 5. John Roney |
| 2. Sarah Reid with Lou Kinzler | 6. Jim Wittes |
| 3. Enjoying the dinner | 7. A member of the Sweetwater Spectrum Team |
| 4. Ranger Neil Fogarty showing off baby pictures to Michelle | 8. John Risse |

"If you are filled with enthusiasm for one thing, if you have one preachment, if you see with a wide vision and hold fast to that one thing, you'll succeed."

Jack London quoted in *A Pictorial Life of Jack London*, page 90

50th Wedding Anniversary



Joanna and Scott Tilley celebrated their 50th wedding anniversary by memorializing the occasion by naming a park bench. The plaque reads "In honor of Scott Emerson Tilley – August 7, 2016; "Every book was a peep-hole into the realm of knowledge" Martin Eden by Jack London; Thank you for 50 years, Love Joanna.

Scott is a voracious reader and has an entire collection of first edition books by Jack London. The Tilleys' attended Sonoma State University and frequented the park many times to hike the trails. Joanna thought this was the perfect gift to celebrate fond memories which were the start to a very happy marriage.

Seedlings From Jack's Heritage Oak Find New Homes

When Jack's heritage oak became a public safety issue by virtue of its age and falling limbs in 2013, acorns were harvested and nurtured at Quarryhill Botanical Gardens. One of the Centennial Celebrations included the sale of seedlings that had grown from those acorns. Fortunately the Heritage Oak was saved from being taken down after experts determined it had another healthy 10 years with careful monitoring. And the 17 surviving seedlings have all found new homes - one as far away as Connecticut... offspring of the heritage oak carry on the legacy!



(Above at home in Connecticut
Below at home in Sonoma)



Upcoming Events and Activities

see our web site for details www.jacklondonpark.com (subject to change)

NOVEMBER-DECEMBER

Nov 19: Jack London Grave site Memorial

Nov 22: Jack London Remembered

Nov 25: After Thanksgiving Holiday Hikes and Activities

Nov 26: Centennial Quilt drawing

Dec 3: Jack London Book Discussion Group

Dec 4: American Piano Music Concert

Dec 10: Volunteer Holiday Party



JANUARY-FEBRUARY



Ron Berchin Photography

Jan 1: First Day Hike

Jan 12: Student Writing Contest begins

Jan 14: Art of Seeing Photography class

Jan 28: Klondike Challenge Graduation/Hike

Feb 12: Valentine's Day Piano Concert

Feb 18: Jack London Short Story Group

TOURS, TOURS, TOURS

WOLF HOUSE GUIDED TOUR – Saturdays and Sundays

11 am and 1 pm- free

Join us for this pleasant and informative walk to the dramatic Wolf House ruins with a side trip to Jack and Charmian London's gravesite. Docents will tell you interesting highlights of the London's adventurous lives and facts about the mysterious Wolf House fire.

BEAUTY RANCH GUIDED TOUR- Saturdays and Sundays

1:30 pm - free

Learn more about Jack London "The Sustainable Farmer" on this informative walk through the Beauty Ranch. Visit the Winery Ruins, Barns, Pig Palace, Silos and Smokehouse.

PRIVATE GROUP TOURS FOR K-12 STUDENTS OR ADULTS

Weekdays – see fee schedule on web site

SPECIALTY TOURS

- **JACK'S PREMIUM TOUR-** This is the perfect way to enjoy the park without having to walk! Just sit back while your docent guides you through the park in our the electric cart. \$25 per person
- **GLEN ELLEN GREEN TOUR –** This tour invites the green spirited and eco-conscious to participate in a curated "green" excursion that focuses on the environmental practices of the three top Glen Ellen attractions, Quarry Hill Botanical Garden, Jack London's Beauty Ranch and Benziger Winery. \$59 per person

Visit our web site for details

WHAT'S BEING SAID ABOUT OUR TOURS

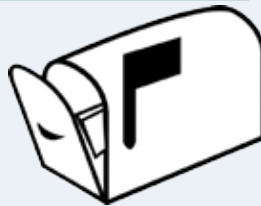
I want to let you know what a fabulous day we had last Friday, Aug. 19 with our docent, Marilyn, for the Jack's Farm tour. It was a perfect summer day, and the tour was fantastic. Marilyn was so well educated on her subject, and the balanced passion she brought to the entire story was just right. Sometimes I find a docent can idolize their subject to the point of not presenting a complete picture, but that was not the case at all for us. Jack London's story was presented from all points of view, in a measured and honored way. The perspective of Charmian was really explored, and it was very interesting to understand Jack London's place in the local community and the world at large. We learned so much, including those who had a good understanding of his life to begin with.

I can't wait to come back in the fall with my husband and enjoy a self-guided tour, showing him all I learned and picnicking once again.

I will recommend this to everyone.

Thank you for your help in setting it up,

Patti Pickett



Welcome New Board Member

Director: Walter (Wally) McGuire: Wally is President of McGuire & Co., Inc., a San Francisco based public policy and public affairs firm. He is also President of the Environmental Policy Center, a leading nonprofit organization. He has served as the chief of staff to the Lieutenant Governor of California, and in the Jerry Brown administration was the Director of Administration and was the Chief Lobbyist for the state in Washington D.C. In this capacity, he served as the principle contact with congress, the White house, the federal bureaucracy and the national press corps.

Over the past three decades, McGuire & Co, has represented scores of clients on policy matters and campaigns, primarily in the fields of environment and health. The activities have included a number of major national event driven educational campaigns in health (i.e. cancer finding, women's health), statewide campaigns in California (i.e. land use, electronic vehicle infrastructure and diversity issues) and since the energy crisis in 2001 -02, California's historically successful response to the energy crisis.

Wally is Chairman of the California Council on Environmental and Economic Balance founded by Governor Brown. He sits on several advisory boards including Next 10 which publishes the annual Green Innovator Index, Budget Challenge and other studies. He is also "Expert Advisor" to the California Emerging Technology Fund, whose mission is to provide leadership to close the "Digital Divide" by accelerating the deployment and adoption of broadband to unserved and underserved communities and populations.

CONTRIBUTORS

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Contributors: Tjiska Van Wyk, Deborah Large, Eric Metz, Michelle Milne, Susan St. Marie, Clarice Stasz

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