

Cotati Historical Society Newsletter

A non-profit 501 (c) (3) California corporation Tax ID #30-0421172

Preserving Cotati's Past
P.O. Box 7013 Cotati, CA 94931
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December 2011

Prue Draper & Connie Martin, Editors

Vol. 4 No. 4

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Cotati Museum Hours:

Saturday 1 - 4 P.M.
2nd Wednesday of each
month 5:30 - 8 P.M.
Special times by appointment
Phone 707-794-0305

SOCIETY OFFICERS

| | |
|--|--|
| President Prue Draper 795-5510 | V. President Connie Martin 795-2772 |
| Treasurer Terry Dutra | Secretary Suzanne Whipple |
| Outreach Lisa Moore | Art Director Judy Pagnusat |
| Archiving Administrator Judy Gustafson | |

Our Mission Statement

As stated in our Articles of Incorporation, dated April 11, 2007, the specific purpose of the Cotati Historical Society is to protect and preserve the history and culture of the City of Cotati, California. Our goal is to provide a museum and interpretive programs for the preservation of artifacts, memorabilia and documents illustrating the past and present life of the Cotati community, municipality and its citizens.

MUSICAL HISTORY NIGHT

Old Friends Share Memories

Cotati's musical history came to life for an audience of about 70 in the Cotati Room October 27. Brightly-colored posters advertising the annual Accordion Festival and Prairie Sun Recording Studio set the scene as **Lisa Moore**, Cotati



Lisa Moore, left, introduces members of the Musical History Night Panel: Blair Hardman, Frank Hayhurst, Mark Braunstein, Scott Goree and Bruce Berkowitz.

Photos by Jerry Pagnusat

Historical Society Outreach chairman, introduced the panel led by **Blair Hardman**, owner/operator of Zone Recording Studio.

Blair recalled that he had been part of the Cotati music scene since the early days of the Inn of the Beginning, when he lived on Henry Street, and the great music drew him in every night.

Members of the panel were

Frank Hayhurst, who had been leader of the Bronze Hog, a favorite of the bikers, and who said his music in Cotati has taken him all over the world; **Mark Braunstein**, who had worked with Janis Joplin before becoming manager of Inn of the Beginning and later the Cotati Cabaret; **Scott Goree**, a manager of the Inn of the Beginning and later executive director of the Cotati Accordion Festival and **Bruce Berkowitz**, who was Activities Director at Sonoma State University and arranged for musical groups to entertain at SSU before or after their performances at the Inn of the Beginning. **Berkowitz** remembered that he got pointers from **Braunstein** on how to deal with artists and contracts, and that they had some great events on campus, partly because the college was so small in those days and most of the administration went home at night.

For readers who aren't familiar with Cotati's musical past, days of a town band in the early 1900's morphed into popular dances with live music at the Women's Clubhouse (now Synagogue Ner Shalom), and in 1968, into the Inn of the Beginning, the brainchild of a Sonoma State student, Greg Cochran. After 32 years, the scene



Enthusiastic audience filled the Cotati Room to hear reminiscences about music in Cotati.

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History Night

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changed to the Cotati Cabaret – the former Women’s Clubhouse.

The popularity of the Inn and Cabaret also led to creation of the annual Cotati Accordion Festival and Cotati Jazz Festival, both of which continue to attract huge crowds to our city.

The nearness to San Francisco and to SSU resulted in appearances by many big-name musical groups that went on to national fame. They would come here before or after their shows in San Francisco because of the closeness and their fondness for our area. All the panelists at History Night exhibited their knowledge of the music industry, but also how astute they were as businessmen, and as diplomats in dealing with neighbors and police.

Steve Jones, an audience member, recalled the time when he was manager of the Cotati Branch, Exchange Bank, and **Frank Hayhurst** requested a loan to purchase band equipment. After analyzing the loan application, and **Hayhurst’s** financial statements, Jones felt **Hayhurst** would not be able to repay the loan, but took a chance and approved it anyway.

Fran Fleet, famed as The Sandalady, reminisced about having her tiny shop in the Inn building since the beginning; she’s still there, having weathered many changes of neighbors over the years.

Braunstein remembered the days when there was no bandstand in the Plaza, and they would bring a big flatbed truck and run multiple extension cords from a house across the street to power the music. That led to creation of the old bandstand by **Vito Paulekas**, who, according to recollection, sent the city council only a bill for 41 cents for screws.

Blair Hardman kept the memories flowing, and reminisced about the beginning of the Accordion Festival, brainchild of the late **Jim Boggio**, a local musician who had already gained national fame as an accordionist. **Hardman** described him as “the *King of the Stomach Steinway*, the *Lord of the Belly Baldwin*, the *Ruler of the Waistline Wurlitzer* and *Master of the Labanza Yamaha*”.

He recalled the big crowd of accordion players who join in the traditional “Lady of Spain-a-thon” at each festival, and laughingly noted that children like to dance around and touch the statue of **Boggio** in the Plaza and because they are short, the statue always has a shiny crotch.

Cotati Historical Society extends warm thanks to all who participated in the program, and joined the audience, and to **Oliver’s** and **Starbucks**, who provided refreshments.

She was the first Miss Cotati

The year was 1965; the mood in Cotati was joyful; the newest, and smallest city in Sonoma County had weathered its first two years and a good way to celebrate would be by crowning a queen. It was time for the annual Rose Parade in Santa Rosa, and entering floats in parades was a favorite Cotati activity.

So why not crown Miss Cotati and have her ride on a float celebrating the new city’s pride?

The Cotati Chamber of Commerce sponsored the contest, and at the suggestion of her neighbor, George Arthur, co-owner of the Plaza Market, Linda Ingram, daughter of Mr. and Mrs. Clyde Ingram, who lived on Maple Avenue, entered. And she won!

Linda, a student at Ursuline High School at the time, remembers it as a tremendously exciting time. She was crowned at a dance at the Women’s Clubhouse and pictured in the newspapers with Mayor Stanley Olsson.

She rode on the Cotati “Hub of Sonoma County” float, wearing a white gown and crown, and surrounded by six little girls dancing around a Maypole: Jolene Shimizu, Stacey Curtis,



Linda Ingram was Cotati’s first queen.

Tina Gossage, Tammy Cooper and Christine and Cynthia Bourgerie.

Linda remembers that she felt proud to represent her little city, and she says “it certainly helped my popularity!”

After graduating from high school and college,



Tiny attendants representing other cities danced about Queen Linda.

Linda traveled to many parts of the world, settling 14 years ago in San Diego, where she says she found her true calling as director of volunteer resources for the Pacific South Coast Chapter of the Nation Multiple Sclerosis Society.

The Ingram family left Cotati in 1969 but they have remained friends with their neighbors, the Arthurs, and remember their years in Cotati as good ones. Linda reminisces, “My years in Cotati and being Miss Cotati have carried me throughout my life. Many times I think of all the friends and adventures I had in that sweet little town and the pleasure it brought me wearing the Miss Cotati crown.”

PENNGROVE HISTORY ROOM DREAM MAY COME TRUE

The Virginia Jansen collection of local historical materials included many interviews, documents and tapes that Mrs. Jansen made with Penngrove residents as well as Cotatians. She had a dream that someday there would be a Penngrove History Room or Museum. Her sudden death in an automobile accident in 2004 ended that dream, and her family stored her collection of memorabilia.

Recently, they donated it to the Cotati Historical Society, and in cataloging it, we found many letters Mrs. Jansen had written proposing that Penngrove history be preserved.



Dee Merz and Chuck Lucas admire historic materials from the Virginia Jansen Collection.

Because our Cotati Museum has limited space, our board agreed that the Penngrove materials should go to interested Penngrovians. Chuck Lucas, on the staff of the "Penngrove Proud" Magazine, accepted the responsibility, and enlisted help from Dee Merz and Kim Hanson to move the materials and store them safely.

We hope they are able to get the kind of community support that we got in starting the Cotati Museum, and will be able to make Virginia Jansen's dream of a Penngrove History Room come true.

2012 Membership Drive

January will mark the time when membership dues are payable, and we'll be sending out renewal notices for 2012.

If you wish to send in 2012 dues before the end of the year, please use the form on page 4 of this newsletter.

Your renewals will be greatly appreciated, and will help us in our goal of preserving Cotati's history

Since Sept 2011
We have welcomed -

DONORS

Ralph Cota
Steven C. Johnson
Jim Ramsey

NEW MEMBERS

Pat Anderson
Michael Benzon
Ralph Cota
Sage Howell
Mary Lou Lentz
Lee & Marge Torliatt
Carol Williams



Ferrero's General Store was a landmark on La Plaza, as shown in this photo of a parade about 1950.

Ferrero's General Store

The Cotati Museum received a treasure when Doreen and Jim Brog donated a poem that was written by Doreen's mother, Marie Ferrero, when she and her husband, Frank owned Ferrero's General Store. It was located on LaPlaza, where the Yacht Club is today, and it sold virtually everything needed by man or beast. A small sampling of Mrs. Ferrero's jingle proves it:

*No need to drive for miles around -
Until the things you need are found -
It it's sold by the dollar or the pound -
You can get them at FERRERO'S!*

*Spinach, string beans, corn and beets -
Prem and Spam and potted meats -
Oxydol, Rinso, Duz and Peets -
You can get them at FERRERO'S!*

*Paradise, Petri and Roma wine -
The price is low - the flavor fine -
Serve a glass each time you dine-
You can get it at FERRERO'S!*

*A full line of hardware and plumbing supplies -
We sell you the pipe and lend you the dies -
Couplings and elbows of every size -
You can get them at FERRERO'S!*

*Pork chops, veal chops, leg of lamb
Sausage, bacon, tender ham.
We know your meat will please you, Ma'am,
If you get it at FERRERO'S!*

Well, you get the idea..... it goes on for verse after verse in the same vein. Mrs. Ferrero was an imaginative lady and her family treasures this example of her ingenuity. We thank them for sharing it for others to enjoy in the Cotati Museum.

IT'S TIME TO PAY YOUR DUES!

We now collect dues every January and you, too, can help preserve Cotati's history. **Dues are still only \$10 per person per year.** Please complete this form and send with your check to: Cotati Historical Society

P.O. Box 7013

Cotati, CA 94931

Yes I want to renew my membership for 2011

Name/s _____

Address _____

Telephone _____

E-mail address _____

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*From all of us at the
Cotati Historical Society*