

# PETALUMA 150

THE  
PETALUMA  
Post  
A READER'S MONTHLY

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## Petaluma's Yearlong Celebration Begins

A yearlong celebration begins February 1 at 8 AM at the Petaluma Community Center, when tickets go on sale for the March 29 150th Birthday Gala hosted by Mayor Pamela.

Gala tickets are limited to four per individual and can only be purchased in person at the Community Center, 320 North McDowell Boulevard, from 8 AM to 5 PM on February 1, 9 AM to noon on February 2, and Monday through Thursday from 9 AM to 9 PM as long as the limited number of tickets last. The cost is \$85 per person (or \$115 per person with the inclusion of a copy of the 150th Anniversary commemorative book, *Celebrating Petaluma*).

The gala will include a performance by the Petaluma High School Jazz Combo, a gourmet dinner catered by Preferred Sonoma Caterers, and dancing to the Wall Street Band. Chairpersons Jody Mattei, Danna Rocca and Katie Kerns plan to transform Petaluma Veterans Memorial Building into a magical vision of Petaluma's past, present and future.

For the past several years, volunteers have been planning events to honor the incorporation of Petaluma in 1858. Now, the Sesquicentennial Committee, The City of Petaluma, the Petaluma Visitors Program, the Petaluma Area Chamber of Commerce, and dedicated business owners are looking for partners in producing a full year of celebratory events.

First edition, hard-cover commemorative books - containing more than 300 color photos and illustrations, rare Peanuts cartoons featuring Petaluma, and essays by some of Petaluma's favorite writers - are on sale for \$34.95 each at the Petaluma Visitor

Center, 210 Lakeville Street; at Aurora Colors Gallery, Haus Fortuna, Gallery One, Copperfield's and The Apple Box in Historic Downtown Petaluma; at the Petaluma Community Center; at the Petaluma Museum; and online at petaluma150.com or visitpetaluma.com. Books can also be purchased at a birthday book signing party at the Sheraton Petaluma on February 22 (see separate story below). Boxed Sesquicentennial note cards are also available.

The March 29 Mayor's Gala is just the first of a year's worth of events commemorating the 150th anniversary of Petaluma's City Charter.

An old-fashioned, community Independence Day celebration on July 4 - dubbed the "SesquiFest" - will culminate in a fireworks display worthy of a Sesquicentennial.

Many annual events, like the Butter & Egg Days celebration in April, will incorporate the 150th theme. This year's "Salute to *American Graffiti*" will combine the 150th Anniversary of the city that was dubbed "America's quintessential hometown" by *Graffiti* cast member Candy Clark with the 35th Anniversary of the filming.

The Waterfront Jazz Festival on August 9 will be followed by a Sesquicentennial River Fest August 10 - including a visit from the 1850's scow schooner "Alma" and a variety of family activities on and around the Petaluma River Turning Basin.

Santa's Arrival by Boat and the Annual Horse and Wagon Procession on November 22 will kick off a holiday celebration that's always among the most unique and exciting in the nation.

Petaluma's yearlong Sesquicentennial Celebration promises to be everything that dedicated community vol-

unteers planned it to be, but there is still time to add more. Hopefully, many more event organizers will incorporate the 150th Birthday theme and logo into their 2008 events. To find out how you can work with Petaluma150 planners to promote *your* event, call Jessica Vann Gardner at the Petaluma Visitor Center (707.769.0429).

As more people participate, the celebration grows bigger and better. Thanks to all who have provided time and sponsorships so far. If you have yet to join in, there's still a need for both sponsors and volunteers.

## Book Signing Will Be a Party!

Authors whose work appears in the Sesquicentennial commemorative book, *Celebrating Petaluma*, will be available to autograph first edition copies at a party to be hosted by the Sheraton Sonoma County/Petaluma on February 22, from 5 to 8 PM. The book is a collection of essays by talented local writers and artists - capturing the soul of Petaluma in words, historic and contemporary photographs, and art. The party is an opportunity to meet the authors, share your own stories, have your book signed, and begin the Sesquicentennial festivities.

Among the authors who have said they will attend are *Petaluma Post* nature columnist and poultry industry historian Bob Dyer; radio personality and Former Mayor David Glass; *Argus-Courier* columnist Bruce Hagen; architectural historian Marianne Hurley; *Post* wine columnist and educator Von Hurson; writer and producer Connie Madden; magazine, newspaper and broadcast journalist Janet Parmer; business historian Vern Piccinotti; CPA and

For descriptions of sponsorship levels, and the recognition and promotion that goes with them, look under "Sesquicentennial/Sponsorship" at petaluma150.com. To contribute, or for more information about sponsorship, call Julie Andersen (707.766.6802) at the Petaluma Visitor Program.

The 150th Celebration needs volunteers too. To find out how you can help, call the Petaluma Visitor Center at 707.769.0429. A Sesquicentennial is truly a rare and momentous occasion. Come join the party!

speaker Joann Ritko Pozzi; gallery owner, art glass designer/instructor and railroad historian Vangie Pullins; river activist Bill Rhodes; historian Katherine Rinehart; Greg Sarris, Chairman of the Federated Indians of the Graton Rancheria; Terry Smith, publisher of *The Petaluma Post* and editor of the commemorative book; *Post* History Editor and real estate preservationist Skip Sommer; members of the Su-

perb Seven; and Petaluma Mayor Pamela Torliatt.

Many of the artists and photographers whose work is represented in the book will also be on hand.

The Sheraton has graciously offered a supply of their wonderful appetizers. There will be entertainment and a cash bar. For details, call the Petaluma Visitor Center at 707.769.0429.



Image from boxed Sesquicentennial Notecards