



Society's Annual Meeting and Rose Garden Celebration

On a sunny Saturday, May 5th, we conducted our Annual Meeting and Rose Garden Celebration. The Annual Meeting is required by our bylaws. It basically consists of a business agenda to elect a slate of officers and board members for the following fiscal year. But the annual gathering amounts to much more than parliamentary formalities.

The Rose Garden Celebration that is held in conjunction with those requisite annual business functions is what draws attention. This year's event was more widely attended than in previous years. This is especially the case when we have several individuals to be added to our roster of Rose Garden Honorees. This year, we added six names.



La Mesa's Park Family

Three of the honorees were from the Park and Howard families--- Charles Ward Howard, Julia Park Howard, and Donald Frank Park. Many members of these families were in attendance to celebrate their family's honorees. In addition, Pat Kettler, a Past President, society archivist, and founding member, was also honored. Ben Polak, former mayor of La Mesa, was once again honored by his son, Jim. Last, but not least, Tom Malmin rounded out this year's six honorees.



LMHS 2012 Honorees Pat Kettler and Donna Regan

The Volunteer of the Year Award was presented to Donna Niemeier, our Immediate Past President and chair of the Archives Committee. Her ongoing commitment to the Society as evidenced by the numerous hours she continues to donate and tasks she performs definitely made her the logical choice for 2012 Volunteer of the Year.

This year, as part of the afternoon's celebration, the Society unveiled the Past Presidents Plaque. We were fortunate indeed to have Past Presidents

Karna Webster, Donna Regan, and Pat Kettler in attendance. Their service and dedication to the Society were duly noted and heartily applauded.



A Gathering of LMHS Eagles: Past Presidents Karna Webster, Pat Kettler and Donna Regan with Immediate Past President Donna Niemeier and President Aaron Landau.

With business concluded and honors bestowed, the Society adjourned for the now-traditional Ice Cream Social. A sweet ending to a swell day!

By Aaron Landau, LMHS President

Fine Memories; Great Gifts

Visit www.CityofLaMesa100.com for once-in-a-lifetime mementos of the City's 100th celebration. Or, simply stop by, say hello, and see what's new at the Society's Centennial information and merchandise booth during the summer car shows in the Village. The booth will be active on the 2nd and 4th Thursdays thru August.

California History Quiz

Test your knowledge of California's historical resources by identifying the photographs that illustrate the current CA Office of Historic Preservation brochure. Visit http://ohp.parks.ca.gov/?page_id=26816

La Mesa Centennial "Amazing Geocache" Challenge Begins

The Centennial-themed Amazing Geocache Challenge, a modern-day scavenger hunt using GPS-enabled devices to find La Mesa's historic treasures, is officially on, open to everyone, with prizes along the way. The Challenge began with the city's Flag Day Parade and concludes at 5pm October 7th, with the City's other beloved event, Oktoberfest.

Participants who answer all Challenge questions correctly are automatically entered into a random drawing for one of 100 or more prizes, including gift certificates from La Mesa merchants and the grand prize, an iPad. Throughout the game, players will also have opportunities to find local discount coupons hidden in the caches.

The Geocache Challenge is designed to be both fun and informative. Players will visit and learn about various areas of interest in La Mesa. The *Historic Downtown Guided Walking Tour* gives participants the option to learn more in-depth information corresponding with the cache sites.

Sponsors for the Challenge include the Historical Society, which developed the Walking Tour and provided interesting historical tidbits for each of the caches; the La Mesa Park & Recreation Foundation, which created several of the unique caches; the La Mesa Library, hosting the first unique cache, hidden in the library; and local flood, fire and mold restoration specialists Flood Masters, who provided planning and financial support.

To get started, go to www.CityofLaMesa100.com to download the Amazing Geocache Challenge Packet, which includes the Challenge Form, the coordinates and the *Historic Downtown Walking Tour*. For more information about geocaching, visit www.Geocaching.com/guide or **attend the next information session in the La Mesa Library, at 8074 Allison Avenue, on Saturday July 21 at 11am.**



“Histerical” Thoughts”

A Midterm Summary: Taking Stock in Our Company

Aaron Landau,
LMHS President

As this issue comes your way, I will have completed one year as President of this robust organization. How much credit do you give a “chief” for the accomplishments of the organization? Conversely, how much blame does a leader deserve if things do not go well? One could have this debate extended out to the national level. Voters will decide that debate at the ballot box.

Given that I have a year to go in my term and am not running for office, I will take it upon myself to summarize the accomplishments of the past year at the society. I will endeavor to give credit where credit is due.

A great deal has been accomplished since July 2011. Infrastructure wise we are in great shape as a result of the work in the past year. Our most magnificent anonymous donors gave matching funds to paint the McKinney House and repair /replace crown molding where needed. They also paid the full cost of having our 100 year old pine tree laced and trimmed. The outhouse was painted for free by Jim Clark. The roof over the house front porch and the roof over the outhouse were replaced. The board as a whole deserves credit for authorizing the maintenance and upgrading of the facilities. Again, special kudos to our anonymous donors.

This past year has been a year full of events, some ongoing from previous years and other new ones. Our customary society events and participation in community events consisted of lecture /presentations, Oktoberfest, Annual Home Tour,

Christmas Open House, Antique Street Faire, Annual Meeting, Flag Day Parade, and downtown Car Show. Credit for the above go to our board members and volunteers who organized the events and/or participation therein and performed what was required to make these events successful.

We developed, organized, and carried out first time and one-time events some on our own and others in conjunction with the La Mesa Centennial Committee. These included a commemoration of the pioneering movie company commonly known as the Flying A, creating and actively selling a LMHS Centennial Calendar, Kumeyaay lecture, Incorporation of La Mesa lecture, a 3rd Grade Photo Story Writing Contest, Geocaching, Vintage Yard Sale, and Rotating Photo Exhibits. Upcoming we will be co-hosting a Silent Movie Night.

Credit for the first time events go to (in order of above events): Wade Douglas, Sharon Crockett, Suda House, Jim Newland, Glenna Bloemen, Aaron Landau, George Fahouris, Polly Kanavel, Linda Rankin, Donna Niemeier, Penny Brawner, Pat Stromberg, Joan Semler, Bonnie Franklin, Debra Signaigo, Diann Wilson, and (ditto) Jim Newland.

Not to be left out are our McKinney House docents Pam Clark and Carol Lockwood.

The preceding “box office breaking year” at the LMHS has been brought to you by a cast of characters. Let them all take a bow. I just happen to be president.

On Board: Kathy Tinsley

Historical Society board member Kathy Tinsley knows something about being a volunteer, about rolling up one’s sleeves and making things happen. As Recreation Supervisor at La Mesa’s Adult Enrichment Center, Kathy orchestrates dozens of activities, serving between 200-400 adults per day. Her command post looks onto the graceful sweep of La Mesa Boulevard as it glides

up through tall palms to the Village. It's a fine picture and a good fit.

Kathy and La Mesa share a good bit of history. Among the memories, childhood afternoons at her Grandmother's house at the intersection of Date and Lemon loom large. Imagine. Just a block from the seductions of downtown. An easy and carefree walk to matinees at the Helix theater, past the windows of Sportland where next year's athletic uniforms would soon be in stock, drawn with quickened step back up the boulevard by promising aromas wafting from Palermo's Pizza, a teen (and some big kids, too) haunt straight out of *Happy Days*. Sweet.



Kathy Tinsley: Words to Live By

Kathy joined Historical Society in the mid-1980's and set to work as a volunteer. Over the years, she has contributed to each and every major Society event. Special events are her forte. Christmas and Easter became early favorites, and she has the Big Bunny photos to prove it.

As a board member, Kathy appreciates the seemingly endless opportunities to work with good people, sharing a vision for community service. In particular, she relishes the variety of ideas that circulate at board and committee meetings as members figure out how to tackle projects, enlist others and just get stuff done.

This year, the center of attention is the city's 100th birthday. But when the Centennial music stops

next January, the Society's greatest challenge will revert to laying the best possible foundation for the future. And the key to that, Kathy believes, lies in a robust membership roster.

No surprise, Kathy has joined colleagues Ruth Contino, Wade Douglas, and Suda House on the Membership Committee. The first step? Getting the word out by raising the Society's profile at community events – the booth at the Flag Day parade was a prime example. The expressions on visitors' faces when they recognize today's La Mesa in the displays of historic photographs from the Society's archive lift Kathy's heart. More importantly, those "aha!" moments often lead to membership.

There's plenty still to be done. Kathy wishes that more people understood what a unique resource the Society is. And especially that the organization is open to all who wish to learn or better understand, offering fascinating stories and local artifacts.

The Society's collections are growing and better catalogued than ever. They offer La Mesa's families an avenue for connecting with the past and understanding the changes the community has undergone over time. Kathy is delighted to see younger folks – many moving into the city for the first time – curious about who came and what happened before them.

Kathy Tinsley does not simply direct the programs at the La Mesa Enrichment Center, she *is* an enrichment center. An active member of the La Mesa Women's Club (the city's oldest civic organization), she also finds time to work on the American Cancer Society's Relay for Life, the Veteran's Day parade in San Diego and the multiple activities of the Pearl Harbor Survivors association, for which she was recognized as an honorary member. A life made rich by enriching the lives of others. A volunteer's volunteer.

To get involved, contact Kathy's office at the Adult Enrichment Center (619-667-1491) or Kathy directly by e-mail at ktinsley@ci.la-mesa.ca.us

Glamour, Intellect, Service – A Complete Life in Lemon Grove

In June, the Lemon Grove Historical Society marked the centennial of the birth of Dr. Amorita Treganza, the first Miss Lemon Grove (1928) and the first woman to lead a national medical organization – the College of Optometrists in Vision Development.

Treganza was born on June 6, 1912 in Salt Lake City into a gifted family that shaped the history of the western US, particularly California, in the visual and performing arts, architecture, agriculture, anthropology, archeology, business, ornithology, journalism, and philanthropy.



Amorita as Magazine Model, 1933

Amorita's grandfather, Eduardo Treganza, was a gifted plein air painter and horticulturist who taught grafting techniques to early citrus growers in Lemon Grove (such as Hunter's Nursery, estab. 1919) and others in San Diego, Orange, Los Angeles and Riverside counties. Her grandmother, Josephine, was a poet and fossil collector, who identified many species, some now extinct, along the San Diego Coastline.

Her father, Alberto, a noted architect, introduced the Arts and Crafts Movement to Salt Lake City, where several of his beautiful homes live on as

historic sites. Moving to Lemon Grove, he designed The Big Lemon; restored the Spanish Village in Balboa Park for the 1935 exposition; co-designed the San Diego Police Headquarters (today, a national historic site), and left a legacy of beautiful homes throughout San Diego; one such home, on El Capitan Drive in La Mesa, will be featured on the LMHS Home Tour November 3rd.

Her mother, Antwonet, was the first woman to lead the Lemon Grove Chamber of Commerce. A local postmaster, she also wrote a weekly column on ornithology for the San Diego Union in the 1930s. Her brother, Adan, was a noted anthropologist, who founded the department at San Francisco State University, where the anthropology museum is named for him.

Amorita's grandparents arrived in San Diego by wagon from Salt Lake City in 1889 and bought a 1.5 acre property, on today's Kempf Street, in 1906, for \$5. Her father's architecture practice kept the family in Salt Lake. In 1926, after years of visits back and forth, Alberto settled his family in Lemon Grove for good. Amorita graduated from Grossmont High the following year.

Amorita married Robert Turnbull III in 1933. They graduated from San Diego State College together in 1934, with Amorita taking degrees in English and theater. Robert's father, Robert Turnbull II, was the first cameraman hired by Warner Brothers during the silent films era. In his footsteps, Robert III became a cameraman and a noted Foley engineer at Warner, later writing a film school textbook on sound.

Amorita's only child, Robert Turnbull IV, attended Helix High with Dennis Hopper. Upon graduation, Robert joined Hopper in Hollywood. Robert went on to become a stage, TV and film actor and, eventually, "the preacher of Waikiki," where his beachside services drew huge crowds. Today, he directs Turnbull Ministries, in La Quinta, CA.

Amorita earned her medical degree at the USC College of Optometry, where she met her second husband, ophthalmologist Dr. Lloyd Adams. They married in 1944. Treganza pioneered vision treatment for children and focused her efforts on

children's eye problems. Her Lemon Grove practice is still run today by two of her protégés in children's eyesight development, Drs. Carl and Melissa Hillier.



Amorita Treganza. The Golden Years, 1999

The range of Amorita's interests and contributions is remarkable. She was a Spanish dancer, an actor at the Old Globe Theatre, a philanthropist in education and social services, a business leader with multiple optometry offices, a participating physician with the Flying Samaritans, a past president of the Lemon Grove Historical Society, a grower of magnificent amaryllis flowers, and a part-time resident of Baja California, to which she was named Goodwill Ambassador by San Diego Mayor Charles Dail in 1961.

The Treganza-Turnbull love affair with Baja California endured for decades. Amorita's home at Bahia de los Angeles on the Sea of Cortez lives on. She stayed there several times a year, two weeks at a time, living simply, until her 90th year. Her vivid, handwritten memoir from the 1960s became the basis for the Lemon Grove Historical Society's concert reading, "On the Loose in Baja."

In 1964, her years of service were recognized with the Woman of the Year award in San Diego. Finding delight in the beauty around her, giving much and touching many, Amorita kept her maiden name through it all. She died in 2002.

Original text and photos courtesy of Helen Ofield, LGHS

In the Spotlight: Michele Greenberg-McClung Recreation Supervisor, City of La Mesa

The benefits are endless is the Recreation and Parks campaign motto adopted by local agencies nation-wide. Here in La Mesa, Michele Greenberg-McClung brings it to life, by living it. As the Community Services Recreation Supervisor for the City, her infectious enthusiasm and genuine concern gives everyone a smile and a lighter step.

Michele is responsible for a diverse catalog of instructional classes and summer camp programs for both youth and adults. She also serves as the City's staff advisor to the Youth Advisory Commission. It would be hard to find a La Mesan who has not been touched in some way by the special events Michele has helped plan or implement because they range from the Flag Day Parade, through Kids Care Fest, the Intergenerational Games, and on to the free activities in the Expand the Parks program and movie nights. Juggling all the competing projects and audiences is the art *and* the science behind successful community recreation programs.

Michele works that magic from an office that is, well, cozy. So compact, there is scarcely enough wall space for the awards and service plaques that document a career of high-energy engagement, the Leadership East County program among them. Appreciating every opportunity to learn from colleagues, Michele is active in professional organizations, especially the California Parks and Recreation Society (CPRS - the *Parks Make Life Better!* people) and Women in Leisure Services (WILS) currently as President of the Delta Chapter.

Even a first time visitor to Michele's office will be struck by a sense that this is a near-perfect fit of person to job. For Michele the best of it comes in the constant interaction with the public, with families and often across generations, with people who participated as children now returning to share the experience with little ones of their own. She also tips her cap to her community affairs

colleagues in La Mesa. "It's just a wonderful atmosphere," she says, "a truly collaborative effort."



Michele warms up before assault on Mt. Whitney

Michele sees great potential for family fun and learning in the planned Centennial events, particularly the Amazing Geocache Challenge. A stalwart supporter of the Historical Society, Michele applauds the several annual programs and events, noting the sustained effort that goes into making the content informative, intriguing and worthwhile for all ages.

Recognizing the perennial challenge in engaging young people and building a keen, sustained interest, she wonders aloud whether and to what extent social media may offer pathways to the future. For now, do we need to introduce more of the younger folks to the city's architectural heritage? How about a "ghost" tour, mixing homes and La Mesa landmarks?

A La Mesa resident for 27 years, Michele makes her home near the den of the Lemon Avenue Leopards, close to the Village, a family-favorite walking destination. An avid hiker and day-tripper, she unwinds with long treks through the Cuyamacas, among other county parks. Michele and husband Joe are now training for a trek to the floor of the Grand Canyon in October. La Mesa's famed hillside staircases are just the ticket.

On any given day, the Community Center seems "civic" only in name; listening to the people who

gather there, it sounds more like a family reunion. And in important ways, it is.

It is also the history of the city writ small. Told in each of the individuals and families who pass through, their lives enriched with an enduring sense of small-town community.

For further information, contact Michele at mgreenberg-mcclung@ci.la-mesa.ca.us, or ring her office at 619-667-1333.

A Special Welcome for the Society's New Members

Cynthia Braaksma
 Sherri Braaksma
 Kim Connell
 Margaret Lewis
 Diane Ludwig
 Staley & Audrey Pitts
 Molly Ritz
 Robert J. Tyler

Board of Directors

President	Aaron Landau
1 st Vice Pres.	Jim Newland
2 nd Vice Pres.	Ruth Contino
Secretary	Sharon Crockett
Treasurer	Rod Whitlow
Directors-at-Large	Ed Blackman
	Wade Douglas
	Suda House
	Linda Rankin
	Pat Stromberg
	Kathy Tinsley
Past President	Donna Niemeier

Board meetings are held the second Monday of each month at 7:00 PM.

Lookout Avenue is published quarterly by the La Mesa Historical Society. Share story ideas and suggestions with Editor Erin Ben-Judah at www.lamesahistory.com



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AN INVITATION TO JOIN THE LA MESA HISTORICAL SOCIETY Membership Application

The Society depends on membership dues, bequests and fund-raising activities to support the restoration and preservation of local history.

The La Mesa Historical Society operates the Rev. Henry A. McKinney House, a 1908 house/museum located at 8369 University Avenue (at the corner of Pine Street) in La Mesa. Open 1-4pm every first and third Saturday of the month or by appointment. Group tours are available. Call (619) 466-0197 for further information. Lookout Avenue is the official quarterly publication of the La Mesa Historical Society. Our address is:

La Mesa Historical Society
P.O. Box 882
La Mesa, CA 91941

Lookout Avenue was the original name of La Mesa Boulevard from the 1890s until the city council voted to change the name in 1940. Lookout Avenue was La Mesa's main street.

- \$250 Patron
- \$100 Sponsor/Organization
- \$50 Sustaining
- \$20 Family
- \$15 Individual
- \$5 Student

Name: _____

Address: _____

City: _____

Ph: (____) _____

I would like to be a volunteer in the following areas:

- Docent/Education
- Events
- Grounds/Building
- Archives/House