

A HISTORY OF YOSEMITE HERITAGE HOLIDAYS

April 1, 2007 by Tom Bopp

**(Updated April 1, 2008
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Introduction

This report documents the development of an event now known as Yosemite Heritage Holidays. It draws from hundreds of documents and emails in my archives dating back to 1998. This is a first-person account, written from my own perspective as an originator and continuing participant in the event's planning and execution.

Part 1 shows how the thread of Yosemite Heritage Holidays began with the Camp Curry Centennial, at the end of which Cherie Oliver suggested a similar event for the upcoming 75th anniversary of the Ahwahnee Hotel.

Part 2 picks up the story of the Ahwahnee 75th Anniversary.

Selected documents and emails connected to Parts 1 and 2, respectively, appear in the endnotes.

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Part 1 – The Camp Curry Centennial

1998 - August

Martha Moses was general manager of the Wawona Hotel where, in addition to playing piano I was giving musical slide-lectures on Yosemite history. Martha knew I'd been involved with the 1990 YNP Centennial and so invited me to submit my ideas to the newly formed Curry Centennial Committee. The proposal referenced here contains the genesis of the Heritage Holidays idea – to recreate the cultural climate of a period in Yosemite history through performances and presentations as a coordinated, entertaining interpretive event. Practically all of my ideas from this first document were retained through the planning process and were the core of the Curry Centennial celebration. [See endnote ¹]. I didn't hear anything more about the event until December.

1999 - January



Logo – file dated January 25, 1999 (coincidentally the 31st anniversary of the last Fire Fall).

Inspired by events like the West Coast Ragtime Festival with its dance demonstrations, lecturers and ragtime ensembles, I started asking around for contacts and tried to remain connected at least to the periphery of the Centennial Committee. I had heard at one point that the committee had disbanded, and then regrouped, and was once again interested in my input. Sometime in January I was invited to present to the committee – I brought a list of ideas and a tape-recorder with selections from my “Vintage Songs” cassette (including David Curry yelling, etc.) and gave an animated pitch, which was accepted enthusiastically by the committee. A time-sheet gives January 31 as the date I began as a working member of the committee.

1999 - February

As a new member of the committee, I produced this statement of the philosophy of the event, plus a schedule of possible events. At that time the NPS felt the 1995 Huell Howser Fire Fall video inappropriate to sell in the park – knowing this, I felt it necessary to stress the interpretive value of the events. As a result, we now use the Fire Fall story as an interpretive tool, and have shown the NPS our ability to bring significant interpretive value to new events in the park.²

On February 7 I learned that YCS (Yosemite Concession Services, now known as DNC Parks & Resorts at Yosemite) was interested in funding the making of a video documentary about Camp Curry and invited my suggestions, so I submitted a proposal taken in part from my “Vintage Songs Of Yosemite” slide-show. Julie Miller, then of YCS, and videographer Eric Thierman produced the video, incorporating several of these ideas.³

Centennial Committee meeting notes from 2/12/99 show who was doing what. Debbie Price was the chair, ran the meetings, and took on various tasks such as working with George Spach (YCS Director of Hotels) developing printed material and displays. Julie Miller, the new Director of Interpretation worked on all-summer programs, developing a video, and related tasks. Kevin Kelly ran Retail operations, Alice Harten helped with employee training, Jerry Ernest – G.M. of Curry Village – just did all kinds of things, including restoring the “FAREWELL” sign to its rightful place (Debbie had a hand in this, too), Cindy Bower looked in vain for somebody to design a website for the event, and my assignment was to “Draft the Actual Birthday activities. Coordinate guest speakers. Coordinate function.”⁴

1999 - March

The next document I created was to help pitch the idea to the NPS – once again emphasizing the interpretive nature of the event – which I refined a bit more to include a mission statement and tentative schedule of events. Here is the mission statement:

“The Curry Centennial provides a rare opportunity for a high-profile event attracting national attention. As such, the Centennial events may be tailored to encourage and elevate the level of public involvement with important upcoming decisions regarding Yosemite’s future. For example, the Firefall story illustrates that it is sometimes a good idea to change or eliminate certain things in Yosemite, even though we feel sentimental or possessive about them.

“Through historic recreations of Camp Curry life and times, and contrasting them with our own, visitors will be encouraged to think about which cultural traditions and practices are appropriate, inappropriate, harmless, or destructive in Yosemite. As an interpretive tool, the Curry Centennial can charm the public into a more informed and mature involvement with Yosemite’s future.” [See the entire document in the endnotes].⁵

Here is my proposed budget for the events I was coordinating:

**Curry Centennial
Estimated Budget - Bopp
4 days--May 29 - June 1, 1999**

<i>Date</i>	<i>Total</i>	
3/17/1999		

<i>ITEM</i>	<i>Shifts</i>	<i>Rate</i>	<i>Cost</i>
for immediate approval: BAND ARRANGEMENTS OF 3 HISTORIC YOSEMITE MARCHES (USABLE FOR FUTURE EVENTS AS WELL)			
for immediate approval: RAGTIME BAND FOR MONDAY (PACIFIC COAST RAGTIME ORCHESTRA)			
for immediate approval: RAGTIME BAND FOR MONDAY (PORCUPINE RAGTIME ORCHESTRA)			
PROFESSIONAL INDIVIDUAL PERFORMERS FOR HISTORIC STAGE PROGRAM/TWO NIGHTS			
DIXIELAND" STYLE BAND FOR HISTORIC STAGE PROGRAM/TWO NIGHTS			
AMATEUR PERFORMERS FOR HISTORIC STAGE PROGRAM/TWO NIGHTS (MAY BE ABLE TO PAY THEM IN COMPS. RATHER THAN CASH?)			
DANCE INSTRUCTOR/TWO NIGHTS			
BOPP/PERFORMANCES, M.C., ETC., IN ADDITION TO SALARY/4 DAYS			
REGARDING COMP ROOMS, IN OR OUT OF THE PARK:			
If we can provide rooms for the Porcupine band, they'll play both days for less than 1/2 the current cost.			
The dance instructor can organize and bring many costumed dancers, perhaps for no cost or comps, if we can find rooms for them. This would be magnificent!			
Rooms in El Portal, Oakhurst, Wawona, and Mariposa would do. Is this do-able?			
TOTAL:			

The next meeting took place March 22 – as you can see from the minutes (in the endnotes) the committee expanded in size and scope. My mission statement etc. was approved.⁶

1999 - April

Cherie Oliver & The Corinthian League

When Cherie Oliver came up to talk to me on March 10, I was astounded at the timeliness of her arrival and proposal. I was playing in the Ahwahnee dining room; Cherie was dining there with her husband and mother. (I refer to several emails from Cherie to me March 12 – 14, 2003 – she wrote that they were celebrating her mother's 75th birthday with a stay at The Ahwahnee).

Cherie came up to the piano and introduced herself and I got to talking about my ideas for the Curry Centennial. When I mentioned dance lessons, she said, "I do that!" – when I mentioned dance demonstrations she said, "I've got those!" – when I mentioned living-history performers, well, it was the same reaction. Cherie easily convinced me that her troupe, called the Corinthian League, could fulfill all those wants. She sent me a brochure⁷, and an announcement of the "San Francisco Earthquake Days" event that she coordinated.

The March 17 budget estimate makes reference to Cherie as "dance instructor, and her Corinthians show up in the itinerary by April 8th".⁸ Cherie and her extensive network of artists and presenters has since been a boon for us in every event of which she's been a part.

George Spach was a V.P. with YCS (Yosemite Concessions Services), and was my preference to portray David Curry (he has extensive acting credentials, and looked the part!) until he left the company in April. There was some hope that he'd stay on to play the role, but John Huey ended up taking the part (which he fulfilled admirably).

Find referenced in the endnotes the minutes of our Centennial Meetings on April 26⁹ and May 7¹⁰ should you care to read about all our doings.

1999 - May

This email I sent out mentions a peculiar wrinkle to the event . . .

From: "Tom/Diane Bopp" <wawonamoon@sierratel.com>
 Sent: Wednesday, May 05, 1999 12:39 PM
 Subject: Centennial 2

Please find attached Yosemite Concession Services current schedule . . . I should add that, since it takes place over Memorial Day weekend (culminating on Tuesday, June 1), everybody must be encouraged NOT to come, due to the crowds. Right...only in a National Park! In fact, it is not unusual for the Park to close the gates over this weekend when the car-count reaches the crises-level. Should be interesting...

Cherie Oliver and I worked out the details of who in her troupe would perform what, and the program details began to take shape. I didn't really track everything I did in the planning stages for the committee, but the following gives some highlights:

**Curry Centennial
 Tom Bopp's hours**

Invoice	Date	Due
1002	5/6/1999	

Action	Hours	Week	
Initial meeting with Julie Miller re. Centennial interpretive programs/follow-up phone	1.5	1/31/1999	
Prepare Centennial events schedule prototype/fax to Julie Miller on 2/6	2	1/31/1999	
Meeting w/Julie Miller re. events schedule & proposed video.	0.5	2/7/1999	
Draft proposal/suggestions for video/include video samples ("vintage songs" & Ken Burns' Civil War)	1	2/7/1999	
Phone w/Julie Miller solidify plans/line up resources.	0.5	2/14/1999	
Email letter to 3 sources for contact info. on ragtime bands (2 responses, so far)	0.5	2/14/1999	
Phone 5 contacts re. bands, cowboy singers (phone bills when available).	1	2/21/1999	
Phone Bee, Pat Oliver, Hart; email "Porcupine," prep. report for 3/5 meeting	1.5	2/21/1999	
Committee meeting 3/5	2	2/28/1999	
Video outline, shop for local bands, prepare mission statement for meeting with NPS, confirm availability of "Porcupine" ragtime orchestra for 5/31-6/1	2	3/7/1999	
Paid Inv. #1001 3/11	-12.5		
Committee meeting 3/22	2	3/21/1999	
Committee meeting 4/26	2	4/25/1999	
Negotiate, write 4 contracts: Goodman, Smalltimers, Porcupine, Corinthians	4	4/99	
Prepare/assemble materials for press release	2	4/18/1999	
Phone minutes April 5 statement 209	3.48	3/99	
Phone expenses April 5 statement 209		3/99	
Committee meeting 5/7	1.5	5/2/1999	
	Hourly Rate: \$20.00	Hours	Cost
CURRENT TOTAL DUE:		14.98	

-- MS Works document-- from Tom Bopp to Debbie Price (5/12/1999)

*Find in the endnotes the minutes from the last three committee meetings, dated
 May 13th 11
 May 19th 12
 May 26th 13*

Program for the Camp Curry Centennial

The final schedule was hammered out by May 22. I wrote the scripts for all the programs, performed in most of them, and created all the events except for the walking-tours and video, the dance demonstrations produced by Cherie Oliver and her Corinthian League performers and the West Coast Live radio broadcast booked by Sue Arthur. I also stage-managed all the events (with the assistance of Cynthia McFann and the Curry Village staff). Please see the endnotes for the entire schedule.¹⁴

1999 - June

The event generated a pleasing amount of press, and quite a few letters from attendees and Curry family members. This one came from Yosemite Historian Shirley Sargent:

Congratulations are richly deserved for the various observances of Curry's anniversary, so long anticipated, so smoothly observed. You deserve to be proud. I've been involved with other historical occasions and know the pitfalls and that makes me more impressed with what you have accomplished. Your team showed unusual competence too. What next? Remember we want you to visit us at the world's best place soon. And thanks for the personal tribute.

-- Shirley Sargent.

Thank-you letter from Tom Bopp to various performers (6/22/1999)

Dear "Curry Coolies" (as alumni have labeled themselves):

ALLLLLLL'S WELLLLLLLLL!!!!!! (now, where have I heard *that* before?)... On behalf of Yosemite Concession Services, and myself, I'm writing to express my thanks to you for your part in the Camp Curry (okay, I'm supposed to say "Curry Village") Centennial Commemoration. I've sensed and shared your appreciation of the historic nature of the occasion, and note along with the audience the sincerity and competence of your contribution. The good reviews are flooding in!

With your help, we've honored a century-old family legacy, a century of innumerable little traditions among park visitors, and most importantly, an effective and enduring portal through which so many have been brought to an appreciation and love of Yosemite and Nature.

Together we have shown how popular culture plays an essential part in the Yosemite experience. There is nothing more appropriate than for park visitors to express their Yosemite-inspired awe, serenity, or exuberance through the humanities--music, dance, art, theater--as long as we don't wreck anything, or impose on others while we're doing it.

It was memorable, sweet, and fun, and may even have a positive, clarifying influence in the larger discussions of our place in Yosemite. Okay, maybe not. It *was* fun, though. David Curry, one of the "Stentor's" grandsons, wrote--and I pass along to you-- "Many thanks again for your intensive involvement in the celebration, it was really well and caringly done."

Part 2 – The Ahwahnee 75th to Yosemite Heritage Holidays

2001 – March - December

At the end of the Curry Centennial, Cherie Oliver had admonished me, “Now remember, 2002 will be the Ahwahnee 75th anniversary – we can do that!” I contacted her on March 9, 2001 to talk it over¹⁵, and then submitted a proposal to Karen Hales in Marketing (or P.R.).¹⁶

Over the next ten months, I pushed the idea by phone and email, but found no interest from anybody at YCS in pursuing the Ahwahnee 75th.¹⁷

In December, I started playing my usual winter hours at The Ahwahnee. General Manager Larry Ross told me he was making a proposal for a 75th event to upper management – I encouraged him to contact Cherie Oliver, which he evidently immediately did. With ten months of inattention to the idea, I had doubts about others’ enthusiasm for the event, and was reluctant to take responsibility for an event for which I’d need their cooperation and support, but preferred to influence the event from behind the scenes.¹⁸ Cherie submitted a proposal on December 14.¹⁹

2002 – January - March

The Ahwahnee 75th Anniversary March Kickoff Event

Somebody – maybe Larry Ross – had the idea that there should be an event in March (I had originally suggested December). Kevin Kelly started out at YCS heading Retail, but had become V.P. by this time. He somehow persuaded me to present to the committee on the 75th. The new marketing director was Deb Collins, who would be instrumental in coordinating the event.²⁰

Cherie Oliver was unavailable to assist, as she and the Art Deco Society of California were involved with organizing another event in San Francisco. In January, I was put in charge of creating the first event of the Ahwahnee 75th anniversary.²¹ Drawing on my experience with the Curry Centennial, I wrote some language to help persuade the NPS to accept our operations proposal, much of which has become boilerplate in subsequent proposals.²²

I was able to pull the resources together in one week; two weeks after that (Feb. 9) I had a tentative schedule which I ironed out into the final version.

Program for The Ahwahnee 75th Anniversary Kick-off Celebration

The complete schedule for the kickoff event appears in the endnotes.²³ Here’s the preamble:

“The Ahwahnee hotel in Yosemite National Park is celebrating in style with the kickoff of its 75th anniversary events marking the hotel’s unique history as one of the National Park system's grandest resorts. The hotel has scheduled a special 1920s-themed celebration for Sun., March 17 and Mon., March 18 including free tea dances, interpretive programs, and vintage music and fashion events. The weekend will be capped with an Ahwahnee Recollections Dinner with seatings from 5:30 to 8:30 p.m. March 18 in The Ahwahnee Dining Room.”

First Post-Con Suggestions – March 2002

The kick-off event was a thorough success, even though the advertising was minimal.²⁴ I issued a list of suggestions on March 21:

From: "Tom/Diane Bopp" <wawonamoon@sierratel.com>
To: "Deb Collins" ...>
Sent: Thursday, March 21, 2002 2:05 PM
Subject: Bopp - 75th - comments

Thanks, everybody, for your admirable endurance of the musical invasion of The Ahwahnee; I've attached some observations...

I. Let's start on the operations proposal for next year's event now:

- A. While the experience is still fresh
- B. While enthusiasm and acceptance of the idea is high
- C. So we can promote it along with the Chef's, Vintner's, and Bracebridge

Kevin Kelly wrote to me on March 25: "I think this is the start of something. Thanks for all of your help."

2002 – July

The Ahwahnee 75th Anniversary July Event

Cherie Oliver submitted a well-developed proposal on April 26 – it was accepted on May 14 and Cherie was on board for the event.²⁵ See the final version of the schedule in the endnotes.²⁶

I M.C.'d most of the events – here's my little speech preceding the cutting of the birthday cake in the Great Lounge:

Ahwahnee 75th Anniversary Cake Cutting Ceremony (Sun. Only, 4:30 – 5:00 p.m.) –

It is useful to look back and know that 75 years from now, the artifacts of our culture will be just as dated as the ones we've been recreating today. The Ahwahnee is a product of its culture, but continues as a force in shaping the Yosemite experience. It still serves its initial purpose, as a portal through which much of humanity would otherwise never come to know, love, and protect Yosemite.

While the music and dance of 1927 may be out of date, it is still charming, entertaining, vital and relevant. So, too, is the Ahwahnee Hotel vital and relevant. Some other things, like the Firefall, drive-through trees, and bear-feedings at the garbage dump, all acceptable by 1927 cultural standards, don't really fly these days because of their environmental impacts. 75 years from today, I'm sure that some aspects of our Yosemite experience may appear just as culturally influenced and out of date. Nonetheless, we are optimistic that The Ahwahnee will continue as a place of good food, good hospitality, and good music.

Kevin Kelly wrote the following to me on July 15, 2002

Dear Tom,

I wish to express deep felt gratitude and appreciation for your tireless efforts involved with the production and presentation of The Ahwahnee 75th Anniversary celebrations. Your enthusiasm and excitement were contagious, and we appreciate the special gifts and abilities you contributed to the process. You sincerely communicated your sincere affection for The Ahwahnee expressed in your detailed research, artist recruitment, master of ceremonies duties and musical performances. Thank you for sharing your unique talents with the park visitors and creating a truly memorable Yosemite experience for our guests and community members.

Sincerely,

Kevin Kelly
Chief Operating Officer
Yosemite Concession Services Corporation
KK/naf

2003 – Art Deco Days At The Ahwahnee

That's the title adopted for the event in 2003. Despite the enthusiasm immediately following the Ahwahnee 75th, consideration for a repeat event came too late. In order for YCS to achieve NPS approval for this event, planning would need to have started in the summer, given the slow process of drafting a program, operations proposal, and going through the approval process.

Fortunately, the ADSC (Art Deco Society of California) under then president Cherie Oliver decided to have their annual gathering at The Ahwahnee, and make their events public. Cherie submitted a tentative schedule on January 6. With Cherie in charge, and Deb as her partner at YCS, I once again volunteered behind the scenes with logistics, performers, mailing list, and filling in program gaps.

Program for Art Deco Days at The Ahwahnee

10,000 postcard advertisements went out on February 19 – just two and a half weeks before the event. Find the complete schedule in the endnotes.²⁷ According to Cherie's notes, package rates for the event were as follows:

ART DECO DAYS PACKAGE

- 2 nights Lodging (Ahwahnee or Yosemite Lodge)
- Admission into all activities
- Special Vintage Dinner in the Ahwahnee Dining Room before Vintage Ball

PACKAGE PRICE:

\$579 – Ahwahnee

\$299 – Yosemite Lodge

SPECIAL ADSC MEMBER PRICE:

\$519 – Ahwahnee

\$259 – Yosemite Lodge

2004 – Vintage Days At The Ahwahnee

“Vintage Days At The Ahwahnee” was the title of this year’s event. My records from the 2003 Art Deco Days to the end of the 2004 Vintage Days were lost in a hard-drive crash; Cherie Oliver has provided the records that are referenced here. I continued to volunteer behind the scenes with Cherie and our DNC (Delaware North Corporation) liaison in Yosemite Valley.

Program for Vintage Days at The Ahwahnee – March 21-23, 2004

Cherie coordinated the audio-visual/equipment logistics.²⁸ She also created a “schedule with blurbs” that could be used in any programs, p.r., or marketing, describing the events in some detail.²⁹ For 2004, the event was expanded to 3 days [program in endnotes].³⁰

2005 The Ahwahnee Heritage Holidays

Planning for a 2005 event began in November. I recommended bringing back Janet Klein & Her Parlor Boys (whom I’d recruited for the March 2002 event), and suggested we change the name from “Vintage Days” to something else.³¹ After some discussion, my suggestion for “The Ahwahnee Heritage Holidays” was adopted, and I expanded the concept of Heritage Holidays to include all of Yosemite’s cultural heritage.³² Advertising went out around Feb. 14.

Program for The Ahwahnee Heritage Holidays 2005

Please see the endnotes for the final schedule.³³

2006 The Ahwahnee Heritage Holidays

2005 – May

By this time, I had been volunteering my time for 3 years helping to guide the event from behind the scene, but this method of operation became increasingly impractical. I learned that others were brainstorming ideas that I felt would endanger the event (including having a blues festival at The Ahwahnee). I wrote to a DNC operative:

From: [Tom/Diane Bopp](#)

To: -----

Sent: Friday, May 06, 2005 4:51 PM

Subject: Fw: Ahwahnee Heritage Holidays

Hi -----,

----- told me a little about what's cooking -- or not -- re Heritage Holidays, and I'm a little concerned that it may lose its focus. The idea of leaning it toward being a musical event, or considering making one of the events a "blues & jazz" event tells me we may be diluting the unique nature of our concept...

My hope is that ideas for expanded events will spawn from the Ahwahnee itself, and will cater to a well-educated and mature clientele -- not to say they can't be fun! I think if there are too many cooks wanting to overlay their own tastes, we'll lose sight of our branding goals not only for the event but for the Ahwahnee.

I think that before the idea spins away and dilutes into a mere musical event with a thin interpretative context (in competition with a million better music festivals out there), that we consider enforcing some

artistic coherency to preserve Heritage Holidays' unique branding potential. Remember the focus, continuity and consistency of Bracebridge -- our most successful offering.

Best regards,

Tom Bopp

After that I heard little more about Heritage Holidays until December 17 when I learned that the event was likely to be cancelled. The next day I wrote a letter to certain DNC operatives outlining ways the event could be made more successful. Two days later I received the news:

“We have confirmed that Heritage Holidays for 2006 is a go!”

Program for The Ahwahnee Heritage Holidays 2006

So once again, Cherie and I had a dazzlingly short time to create an event for 2006. Postcards didn't go out until 18 days before the event, but in the end it was another success – see the endnotes for the complete schedule.³⁴



Once again, serious questions were being raised as to whether the event should be renewed, but after careful review, by March 30 Heritage Holidays was approved for 2007. Cherie, the DNC Liaison and I started to work in May. As a volunteer, I worked consistently through the year in the planning, determined to demonstrate to DNC that Heritage Holidays was a winner.

2007 – Yosemite Heritage Holidays

2006 – November

The postcard advertisements were sent in early January – a little earlier than previous years.

The latest name-change for the event came about by happy accident. As of November 1, the event was still being called “Ahwahnee Heritage Holidays.” Then a change appeared in the draft press release on November 16 – I was told it was a typo, but it was repeated throughout the text:

“AUTHENTIC Vintage fashion, GLAMOUR, MUSIC AND MERRIMENT HIGHLIGHT 2007

Yosemite Heritage Holidays

YOSEMITE NATIONAL PARK, Calif., September 13, 2006 – When The Ahwahnee opened in 1927, it welcomed flashy flappers, adventurous cowboys and spirited guests fond of big band tunes and ballroom dancing. That old west romance and frivolity again comes alive during Yosemite Heritage Holidays, a festive salute ...

Retro-themed activity highlights during the 2007 Yosemite Heritage Holidays range from free Fox Trot, Tango, Waltz and Charleston lessons . . .”

I was out of town for a week, and didn't catch the change right away. I wrote to the committee, etc. on Nov. 22:

“The draft press release and DNC website show a new name for our event: "Yosemite Heritage Holidays" ... I like the change, and we need to decide if now is the time to change the name, before we commit to retail/take home items, ads and collateral with the new title...

Program for Yosemite Heritage Holidays 2007

*Please find the final schedule for Heritage Holidays 2007 in the endnotes.*³⁵

2008 – Yosemite Heritage Holidays

This year I was given charge of the event by DNC, with Cherie Oliver as Co-Director under contract to DNC – we had our most successful event, with the least amount of snags along the way.

Program for Yosemite Heritage Holidays 2008

*Please find the final schedule for Heritage Holidays 2008 in the endnotes.*³⁶

2009 – Yosemite Heritage Holidays

This year Cherie and I celebrated the 10-year anniversary of our first collaboration with our most ambitious, complex, and fulfilling Heritage Holidays. All of the presentations were first-rate, and we are thankful that DNC and the NPS continue to support Yosemite Heritage Holidays.

Program for Yosemite Heritage Holidays 2009

*Please find the final schedule for Heritage Holidays 2009 in the endnotes.*³⁷

Conclusion

This report has shown the creation, development, and execution of a concept that strives to fit the goals of both the NPS and DNC.

END NOTES TO PART 1- The Curry Centennial

1

Memo from Tom Bopp to Curry Centennial Committee (8/27/1998)

42186 Hwy 41, Oakhurst, CA 93644
trickbopp@aol.com
August 27, 1998

TO: MARTHA MOSES/CENTENNIAL COMMITTEE
FROM: TOM BOPP
RE: CENTENNIAL IDEAS

I. I remember three successful events at Camp Curry (all of a similar nature), all handled, at least in part, by Keith Walklet. In 1990 we premiered the "Vintage Songs" slide program (that I'm giving regularly at Wawona). We've repeated the program for a few special events, enhanced by the participation of special guests such as Bill Lane, Keith Bee, Nic Fiori, and others who have worked at Camp Curry over the years.

II. Around 1991, there was a Camp Curry employees reunion--I've kept the address list (somewhere) from that gathering; Keith may have a copy and perhaps updated addresses.

III. I've got 6 historic recordings relating to Camp Curry:

1. I'm Strong For Camp Curry (1915).
2. The Stentor March (1915).
3. Home On The Range (Curry entertainer Glenn Hood, ca. '20)
4. Strawberry Roan (same as #3).
5. By The Waters of Minnetonka (Curry singer Edith Benjamin, ca. '20).
6. The Bridge By Yosemite Falls (Dick Jurgens' Orchestra, tune was played at dances at Curry in the late '40s).

Recording #2 features the voice of David Curry yelling "Hello Glacier...All's well...Farewell..." These, and the above recordings could be folded in to great effect.

IV. I've got a few examples of campfire programs from the early days at Camp Curry; through recordings, slides, live performances, skits, and reminiscences of Curry old-timers, we could re-capture the feel of those pre-boom-box days when campers entertained themselves.

V. If you wanna spend some bucks (I KNOW you DO!): We've got the piano music to "The Stentor" march ("The Stentor" was David Curry's nickname, since he was always yelling things) in the NPS archives (I may have a copy somewhere). On the record, it is played by a MARCHING BAND. Imagine having a local band perform "The Stentor" at Camp Curry, and at the places where the music pauses (per the 1915 recording), play the recording of Curry's voice yelling his trademark calls!

If all this sounds a little too grand, remember the spirit of the times in which Camp Curry was conceived. It is also interesting to note how successful the concept has been; considering the temporary, low impact nature of tent-cabins, Camp Curry is remarkably unchanged from its 100 year-old premise. For all the change over the century in park policies, the original premise of Camp Curry continues to stand as a viable, environmentally friendly accommodation for guests at its price-range.

Camp Curry Centennial Thoughts -- Tom Bopp - dated 2/6/99

"A Century in Tents"

*"...it 's all common sense and the life is in tents!"
(from the song "I'm Strong For Camp Curry " --19 15)*

NOTE: Historically, Camp Curry is not a place to take itself too seriously.

OVERVIEW & CONCEPT

The summer-long Camp Curry Centennial is a unified interpretive program; every aspect—events, displays, souvenirs—has an interpretive context, at the same time being attractive and entertaining public relations tools.

Some events will recreate the energetic climate and optimistic spirit of turn-of-the-century Yosemite & America—the atmosphere in which Camp Curry was conceived. Related programs will contrast the changing styles and values of the visitors to Camp Curry—their clothes, transportation, camping gear, songs, what was considered fun and appropriate for the camping experience. The focus will be on how and why we have discarded some ideas, like the firefall, while other ideas, such as tent-cabins, remain fresh.

After a century of learning and continuing debate, we find David and [Jennie] Curry's tent-cabins, practically unchanged, still among the most economical and environmentally friendly vehicles for sharing Yosemite. After one hundred years in a vastly changing world, Camp Curry is still a pretty good idea.

ALL-SUMMER STUFF

Among the ideas already out there, the following could serve 7 days per week:

"Museum-style" exhibit,

"Reminiscence Collector" have an interviewer collecting tape-recorded or written reminiscences of Camp Curry, a photo-stand for copying family photos, souvenirs, etc, to be added to the exhibit and to the

"Camp Curry Centennial Website" (all about Camp Curry history, with a message board and forum),

Living History— "David & [Jennie] Curry," Historic Menus for dinners, including Curry's famous "wild strawberry freezes" at the snack bars, Stage-rides as in Wawona—this was the way of life at Camp Curry for its first decade + Interpretive programs including "Firefall—been there & gone" program every night at 9 p.m. reenacting the firefall ritual + slides + explanations as to why it and other activities are now inappropriate.

TAKE-HOME ITEMS

Centennial Booklet: "100 Years At Camp Curry in Essays, Songs, and Images" Includes excerpts from books and articles by Shirley Sargent, Hank Johnston, etc, plus historic contemporary accounts (I can think of two, from 1915 and 1927), striking color graphics from Camp Curry sheet-music covers plus facsimiles of the songs (there are five that would be great), the text from a 1915 poem called "Toot Your Horn For Camp Curry," old photos, etc.

"Official Logo" keychains/snowdomes/posters/... there should be a bookmark-sized

"Firefall-history & why we don't do it anymore" essay to include with all items depicting the firefall.

Oh yeah, and don't forget the CD/Cassette "Vintage Songs Of Yosemite;" nine of its 20 tracks pertain to Camp Curry.

A Centennial Brochure containing a schedule and brief history + photos, and a list of books on the subject.

WEEKENDEVENTS

In addition to the above, weekends could include historic musical and/or theatrical programs at the amphitheater or pavilion.

SAMPLE SCHEDULE OF EVENTS

SATURDAY. MAY 29 *NOTE: Sunday = Memorial Day*

/full moon

(when?)NOON -1:30 p.m.:

(what?)RAGTIME BAND CONCERT; CONTEMPORARY + HISTORIC SPEECHES

"Picnic box-lunches" available from snack-bar

(where?)Curry Amphitheater (rain-Pavilion)

(who?) Opening speeches (one-each, really short!) YCS rep. & NPS rep.

Introduce "David and [Jennie] Curry" actors; they welcome the audience, say they're looking forward to the ceremonies on Tuesday, and introduce the band which will perform marches and some of the new 'ragtime' music.

1:30 p.m. to 3:30 p.m.:

HISTORIC WALKING TOUR (could include "David and [Jennie] Curry" and/or Ranger/interpreter)

5:00 - 7:00 p.m.:

HISTORIC-MENU DINNER

Based on practical selections from early Camp-Curry menus

8:00 p.m.:

HISTORIC STAGE PROGRAM

Based on early Camp-Curry programs, including:

Piano, vocal & violin selections, one-act comic skit, "Glenn Hood" reenactment ("cowboy" guitarist/folk-singer), popular music (of the period) by the "Centennial Band." Master of Ceremonies will give historical "color-commentary" on the proceedings.

—or—

8:00 p.m.

MOONLIGHT DANCE: RAGTIME ORCHESTRA + DANCE LESSONS

Popular at Ragtime Festivals held around the country, couples in period clothing give lessons in the dances of the day--two-step, slow-drag, "Grizzly Bear"~to the accompaniment of a ragtime ensemble. Ice-rink or pavilion.

9:00 p.m.

FIREFALL

Reenact "Firefall Calls" with projected images of the firefall & singing "Indian Love Call" followed by short presentation on the history of the ritual and why it is no longer appropriate.

9:30-10:30 p.m.

MOVING PICTURES

Historic short-subject silent movies, including "Winter Sports In Yosemite" (ca.1928) and early Camp Curry footage (early Camp Curry programs included "Moving Pictures" after the firefall).
NOTE: Interp. programs at Lodge & Ahwahnee should be in line with the Camp Curry Centennial theme, encouraging guests to join the events at Camp Curry.

SUNDAY. MAY30 MEMORIAL DAY/FULL MOON

(when?)10:00 a.m.

(what?)FILMS / SLIDES / LECTURES / WALKING TOURS

(where?)Curry Amphitheater, pavilion, etc.

(who?) "David and Mary Curry" and all interp. forces.

NOON-1:30 p.m.:

RAGTIME BAND CONCERT; HISTORIC

SPEECHES "Picnic box-lunches" available from
snack-bar Curry Amphitheater (rain-Pavilion)

"David and Mary Curry"

ETC~Same as Saturday, or with variations to the individual programs.

Variations for Sunday, Monday, and Tuesday could include different interp. programs each day focusing on different historical periods or personalities. Living-history events could draw from the Wawona Pioneer History Center program, including visiting historical figures such as Theodore Roosevelt, Grizzly Adams, P.T. Barnum, etc.

TUESDAY. JUNE 1

4:00 p.m. (Still light outside for news-cameras; right before dinner) Centennial Ceremony underneath the "Camp Curry" sign (?) Camp Curry alumni guests Bill Lane, Keith & Ginny Bee... "Rededicate" Camp Curry to the optimistic spirit of America in 1899... Bury a 100-year time capsule.

3

Curry video ideas - Tom Bopp 2/7/99

Julie:

I'm resubmitting the below, plus an outline—I'll be happy to work with you on any changes, then submit to the video guy, with the clear understanding that I'm the author. I'll photocopy some vintage text clips (one may require permission from the S.F. Examiner) and some prose of mine. It might be a good time to use your Shirley Sargent idea (video of her plus narration from her book). She may give us permission to use large passages of "Innkeepers" for much of the script (if we don't get enough usable interview footage).

We'll need to find out what format he needs the photos in, and get busy compiling copies. Also we need to get a list together of interviewees/phone numbers, and arrange a shooting schedule (some could be done in the Bay area, some here). And historic footage; it's time to get hands on those videos and see what we've got. For sure, a video called "Winter Sports in Yosemite" from ca. 1929.

Next thing I'm going to tackle is a layout for a booklet (I mentioned this to Debbie in the hallway—nobody else is working on this, right?). My concept is that the booklet, video, web-page, and my "Vintage Songs" CD all dovetail together with the same essential materials but each with their own emphasis, based on the strengths of the medium (i.e. the book has more text, the video more moving footage, the web-page more interactivity, etc.).

Opening sequence: Before title & credits

1) Needle lowers on 78 rpm record of I'm Strong For Camp Curry—surface noise—as piano intro begins fade to footage of driving through Wawona Tunnel emerging into Yos.

Synchronize words & images:

"There's a place that I know in Yosemite Valley far up (cut to hand-tinted postcard of women at Taft point-quick pan + zoom) above the sea"...

Elements:

Vintage Visual:

Old footage

Old stills

Old postcards, hand tinted or B&W

Sheet music covers & ad graphics

Vintage Text:

Various readers read from old postcards, news releases, promos, poetry...)

Human:

Interview clips—don't show the interviewer (Keith Bee, Bill Lane, Hank Johnston, assorted "alumni" and longtime guests, NPS research library Jim, Linda, Dave Forgang)

Current Visual:

Re-shoot from locations of vintage material (for fades from old to new, new to old)

Compare hiking clothes & ski outfits to old clothes...

Audio:

Exactly appropriate to the period: 'teens music for 1915, 1900s music for 1900, '30s for '30s, etc.

Especially Camp Curry songs & vintage Yosemite campfire songs (including by Harwell)
Narration, and reading of vintage texts—everything should have an old, 'heartland' sound.

Format:

56 min. (appropriate for PBS); edit together the above and you've got it. Don't tell the story, show it. Narration only where necessary. See Ken Burns.

VIDEO BLOCK LAYOUT By Tom Bopp

Introduction: As already described above:

- A. Antique phono "I'm Strong For Camp Curry" music_photo sequence
- B. Opening credits/theme-setting interview clips: "...its just tents...they've been here 100 years...we've been coming here for 3 generations...it still works on the original premise—a cheap, basic place to get close to Yosemite...it's full of tradition..." etc.

I. Background of D. & J. Curry (narrated text):

- A. D.S. Jordan_photo_quoted writings/philosophy
- B. Indiana State University_photos
- C. Yellowstone excursions
- D. Redwood City_Sequoia High School (trouble with job)_Stanford

II. Background of Yosemite/Climate of Times:

- A. Discovery_Yosemite Grant_Ntl. Park_Army & Cavalry
- B. Muir_Hutchings_publicity for getting out into nature
- C. Galen Clark

III. Camp Curry Established:

- A. Where to locate_Galen Clark's objections
- B. D. Curry's cousins start in
- C. D. & J. Curry arrive

IV. Firefall:

- A. McCauley boys (4 mile trail on mules to school)_Mountain House
- B. Curry Yells "Let her go Gallagher!" etc.
- C. Curry tradition

V. Campfire Programs:

- A. Music_performers_old recordings
- B. Glenn Hood recordings_"Toot Your Horn For Camp Curry"

-
- C. Parlor music to "Symphonic Syncopaters"_footage from "Winter Sports In Yosemite" including costume dance on ice-rink at night.

VI. Later Campfire Programs/End of Firefall

- A. Ginny & Keith Bee (Glenn Willard) interview/related photos
- B. Firefall revisited interviews, music, footage?
- C. Why we ended the Firefall

VII. Changing Styles

- A. Camping in meadows feeding bears clothing & camp gear.
- B. Transportation
- C. Food from early menus to pizza

VIII. Ramifications of Changing Tastes in Music:

- A. Campfire songs from Muir to Tinsmith
- B. While changes in musical tastes have little impact on Yosemite, they reflect changes in popular attitudes that have large effect
- C. Amid 100 years of vast change and tumultuous debate over the interaction between Yosemite and its visitors, we find David and Jenny's tents essentially unchanged_Use chronological sequence of photos in which a tent appears at center while the surroundings continually update until we reach the present (like the movie "The Time Machine." Corny, eh?

IX. Conclusions:

- A. After 100 years, the Curry's idea of providing the basics for an inexpensive visit to Yosemite is still valid, amazingly enough.
- B. Through the history of Curry Village and all the changes it has endured, we see that as styles come and go, solutions for the paradox of sharing while protecting Yosemite continually evolve. Our participation in this process is essential if we are to preserve the Yosemite experience in a way that is sensitive to human nature, and at the same time protective of Yosemite itself.

4

CENTENNIAL MEETING FRIDAY, FEBRUARY 12, 1999

In Attendance: Debbie Price - Jerry Ernest - Julie Miller

NOTES:

Jerry and I agreed to Julie's evening entertainment schedule:

Sunday: Kodak Program
Monday: YCS Program
Tuesday: Firefall Program
Wednesday: Curry History (full family program)
Thursday: YCS Program
Friday: Firefall Program
Saturday: Curry History (full family program)

We divided the Centennial activities into eight areas and assigned responsibility to each:

JULIE MILLER:

Interpretive show.

Cen-ten-n-e-yell Video production. Training of David & Jenny Curry. Script for Historical Tour. Developing the children's scavenger hunt. Finalize the David & Jennie portrait reproductions. Make sure they fit on the fireplace.

JERRY ERNEST:

Job description, posting, and hiring of the David & Jenny Curry positions.

Julie to help with the interviews.

Design and issuing Project Statement and 106 Clearance for the Farewell sign. Handle getting the costumes for David & Jennie.

Call Wawona Pioneer History NPS interpretive person. Food & beverage participation.

Develop the "specialty" item in each facility.

Work with Kevin to coordinate with the Retail "tie-in".

DEBBIE PRICE;

Work with George on the brochure (handout, mailer).

Old fashion newspaper. Develop Curry Village Lounge display cases.

TOM BOPP

Draft the Actual Birthday activities. Coordinate guest speakers. Coordinate function.

CINDY BOWER

Hire someone to do the Centennial Web page

KEVIN KELLY:

Handle retail tie-ins.

Old postcard packets with cards of the Fire Fall, parking lot ice rink, "Welcome" sign. Develop and purchase guest and employee buttons. Giveaways

Our Work is "In-tents" (intense)

I'm Strong for Camp Curry
I'm a "Know it All"

ALICE HARTEN

Help develop employee-training packets. Know it all questions and prizes.

We will meet in two weeks: Friday, March 5, 1999 to discuss progress and barriers.

CC: Cindy Bower Kevin Kelly Alice Hartin & Tom Bopp

5

Tom Bopp to Curry Centennial Committee (3/17/1999)

BACKGROUND & CONTENTS

Per the request of Rick Smith at a meeting on 3/10/99 including Julie Miller and Tom Bopp, report contains the following:

A mission statement pertaining to programs, etc., connected with the Curry Village Centennial

A preliminary schedule of special events during Memorial Day Weekend (Saturday, May 29 - June 1--the actual anniversary date)

A tentative description of summer-long programs

Publications that may be produced related to the Centennial

MISSION STATEMENT

The Curry Centennial provides a rare opportunity for a high-profile event attracting national attention. As such, the Centennial events may be tailored to encourage and elevate the level of public involvement with important upcoming decisions regarding Yosemite's future. For example, the Firefall story illustrates that it is sometimes a good idea to change or eliminate certain things in Yosemite, even though we feel sentimental or possessive about them.

Through historic recreations of Camp Curry life and times, and contrasting them with our own, visitors will be encouraged to think about which cultural traditions and practices are appropriate, inappropriate, harmless, or destructive in Yosemite. As an interpretive tool, the Curry Centennial can charm the public into a more informed and mature involvement with Yosemite's future.

Project Scope and Objectives

The scope is two-layered: season-long programs and the 4-day event programs (5/29 - 6/1). It is intended that all programs related to the Curry Centennial will serve as elements to a larger interpretive function. That function will be two-fold:

- 1) Creating mini-environments through vintage-music performances, historic speeches and skits, and first-person portrayals of historic persons.
- 2) Creating interpretive programs focusing on past customs of park visitors, which

customs have been recognized as destructive (and been discontinued), and which customs have merely gone out of style.

The *purpose* of these programs will be to charm the audience into a feeling and awareness for the difference in the visitor-experience of years past. The *value* is in encouraging viewers to look at the current visitor-experience from an objective distance. If we view what we currently do in Yosemite in the same detached way that we look at practices of long-ago, we'll make better judgments about which practices are safe to keep, and which should be left behind.

The purpose and value of these programs to Y.C.S., in particular, is to increase the quality of our guests' experience by adding depth to it, and to fuel public participation. Encouraging public awareness of the history of the Yosemite experience, and increasing participation with park issues, must enhance guests' overall satisfaction with their visit to Yosemite.

SCHEDULE #1 (preliminary) MAY 29 - JUNE 1

SATURDAY - SUNDAY, MAY 29 - 30 *NOTE: Sunday = Memorial Day / full moon*

(when?) **NOON - 1:00 p.m.**

(what?) INTRODUCTION PROGRAM

"Picnic box-lunches" available from snack-bar

(where?) Curry Amphitheater (rain-Pavilion?)

(who?) Tom Bopp, introduce "David and Jennie Curry" actors; they welcome the audience, say they're looking forward to the ceremonies on Tuesday, and outline upcoming programs, where to get schedules, find the historic exhibit, etc. Tom performs shortened "Vintage Songs Of Yosemite" program focused on early Curry entertainment.

1:30 p.m. - 3:30 p.m.

HISTORIC WALKING TOUR (could include "David and Jennie Curry" and/or Ranger/interpreter)

5:00 - 7:00 p.m.

HISTORIC-MENU BUFFET DINNER

Curry Pavilion

Based on practical selections from early Camp-Curry menus, with enlargements of historic menus & programs posted on walls.

7:00 - 8:30 p.m.

HISTORIC STAGE PROGRAM

Based on early Camp-Curry programs, including:

Piano, vocal & violin selections, one-act comic skit, "Glenn Hood" reenactment ("cowboy" guitarist/folk-singer), "Mrs. Jillson" reenactment (did comic readings) popular music (of the period) by the "Symphonic Syncopators" (Dixieland style band) Tom Bopp (or ?) will give historical "color-commentary" on the proceedings.

8:45 p.m.

FIREFALL PROGRAM

Introduce Firefall with dramatic period descriptions, perhaps including former participants (singers, rakers, callers) if available. Reenact “Firefall Calls,” if possible with somebody up on Glacier Point (synchronize by radio & flashlights), with projected images of the firefall & singing “Indian Love Call” followed by short presentation on the history of the ritual and why it is no longer appropriate.

9:15 -10:00 p.m.

MOVING PICTURES

Historic short-subject silent movies, including “Winter Sports In Yosemite” (ca.1928) and early Camp Curry footage (early Camp Curry programs included “Moving Pictures” after the firefall). May also include video yet to be produced.

NOTE: Interp. programs at Lodge & Ahwahnee should be in line with the Camp Curry Centennial theme, encouraging guests to join the events at Camp Curry.

Interp. programs at the Lodge & Ahwahnee will encourage guest awareness of Centennial events at Curry Village.

Variations for Sunday, will likely include different interp. programs focusing on different historical periods or personalities. Living-history events could draw from the Wawona Pioneer History Center program, including visiting historical figures such as John Muir, Theodore Roosevelt, Grizzly Adams, P.T. Barnum, etc. Performers on the musical program will likely change. Guests may be invited to perform, as was the custom at Curry in the early days, or musicians will pose as “guests.”

MONDAY, MAY 31

(when?)**NOON - 1:30 p.m.**

(what?)**BAND CONCERT/Pacific Coast Ragtime Orchestra**

Featuring performance of three historic Yosemite marches

“Picnic box-lunches” available from snack-bar

(where?)Curry Amphitheater (rain-Pavilion)

(who?) Tom Bopp, introduce “David and Jennie Curry” actors; they welcome the audience, say they’re looking forward to the ceremonies on Tuesday, and **introduce the band which will perform marches and some of the new ‘ragtime’ music.**

1:30 p.m. - 3:30 p.m.

HISTORIC WALKING TOUR

(as before)

5:00 - 7:00 p.m.

HISTORIC-MENU BUFFET DINNER

(as before)

7:00 - 8:30 p.m.

MOONLIGHT DANCE: RAGTIME ORCHESTRA + DANCE LESSONS

Popular at Ragtime Festivals held around the country, couples in period clothing give lessons in the dances of the day--two-step, slow-drag, “Grizzly Bear”--to the accompaniment of a ragtime ensemble. Encore the 3 Yosemite marches (from the noon concert).

Ice-rink or pavilion.

8:45 p.m.

FIREFALL PROGRAM
(as before)

9:15 -10:00 p.m.
MOVING PICTURES
(as before)

TUESDAY, JUNE 1

(when?)**NOON - 1:00 p.m.**
(what?)INTRODUCTION PROGRAM (NO BAND UNTIL 3:30 EVENT)
(as before)

1:30 p.m. - 3:30 p.m.
HISTORIC WALKING TOUR
(as before)

3:30 p.m.
BAND CONCERT at location for Centennial ceremony.

4:00 p.m. CENTENNIAL CEREMONY (Still light outside for news-cameras; right before dinner) ANY BETTER IDEAS?

Centennial Ceremony underneath the “Camp Curry” sign (?) or at amphitheater or-?
Speakers: Stan Albright (Horace Albright was instrumental in Camp Curry’s successes in 1917),
Ambassador Bill Lane, Gary Fraker, any Currys (?), WHO’S OUR M.C.?

I imagine Superintendent Albright may want to talk some about the Curry’s history with the park service, his father, and the VIP. He might be best followed by Ambassador Lane, who has served or currently serves in official capacities with YCS, NPS, as a packer-guide for YP&CCo., and, of course, as Firefall Caller for Camp Curry. Next up Mr. Fraker as president of the company that has inherited Curry Village, and perhaps some words about the nature of the concessionaire’s contract with the park service as conceived by Mather. Perhaps last would be a representative of the Curry family.

4:55 p.m. BAND PERFORMS “THE STENTOR” MARCH (with David Curry clips)
M.C. closes proceedings.

5:00 - 7:00 p.m.
HISTORIC-MENU BUFFET DINNER
(as before)

7:00 - 8:30 p.m.
MOONLIGHT DANCE: RAGTIME ORCHESTRA + DANCE LESSONS
(as before)

8:45 p.m.
FIREFALL PROGRAM
(as before)

9:15-10:00 p.m.
MOVING PICTURES
(as before)

SCHEDULE #2 (preliminary) ALL-SEASON

Following could serve 1-to-7 days per week (ideas proposed by various members of the committee):

“Museum-style” exhibit featuring loaned items of memorabilia in a secure case (perhaps with specific insurance against damage or theft)

“Reminiscence Collector” have an interviewer (sporting a fedora with a “PRESS” sign in the hat-band) collecting tape-recorded or written reminiscences of Camp Curry, a photo-stand for copying family photos, souvenirs, etc, to be added to the exhibit and to the:

“Camp Curry Centennial Website” (all about Camp Curry history, with a message board and forum),

Living History-- “David & Jennie Curry,”

Historic Menus for dinners, including Curry’s famous “wild strawberry freezes” at the snack bars,

Stage-rides as in Wawona--this was the way of life at Camp Curry for its first decade+

Interpretive programs including “Firefall--been there & gone” program every night at 8:30 p.m. reenacting the firefall ritual + slides + explanations as to why it and other activities are now inappropriate.

See Julie Miller’s notes on additional activities, bid posting for “David & Jennie Curry,” and Centennial Meeting notes for additional information. Per the minutes of the Feb. 12 meeting of the Centennial committee, Julie’s preliminary weekly schedule for Curry Village reads thus:

Sunday: Kodak Program
Monday: YCS Program
Tuesday: Firefall Program
Wednesday: Curry History (full family program)
Thursday: YCS Program
Friday: Firefall Program
Saturday: Curry History (full family program)

PUBLICATIONS & TAKE-HOME ITEMS

Centennial Booklet: “100 Years At Camp Curry in Essays, Songs, and Images” Includes

excerpts from books and articles by Shirley Sargent, Hank Johnston, etc, plus historic contemporary accounts (I can think of two, from 1915 and 1927), striking color graphics from Camp Curry sheet-music covers plus facsimiles of the songs (there are five that would be great), the text from a 1915 poem called “Toot Your Horn For Camp Curry,” old photos, programs, menus, price sheets, etc.

“Official Logo” keychains/snowdomes/posters/... I suggest there be a bookmark-sized “Firefall-history & why we don’t do it anymore” essay to include with all items depicting the firefall.

CD/Cassette “Vintage Songs Of Yosemite;” nine of its 20 tracks pertain to Camp Curry history.

A Centennial Brochure (facsimile of historic Curry menu/program) containing a schedule, brief history, photo, and a list of books/videos/recordings on the subject.

Any more ideas?

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CENTENNIAL MEETING MONDAY, MARCH 22, 1999

Committee Members in Attendance: Susan Arthur - Tom Bopp - Jerry Ernest - Julie Miller
Debbie Price - George Spach

Committee Members Absent: Kevin Kelly - Kim Tucker - Alice Harten - Rick Smith

OLD BUSINESS:

JULIE MILLER Video Production:

- Julie plans to meet with Shirley Sargent to discuss how best to include her Curry Village material in the Video. Then she will write narrative.
- She has arranged the schedule for Eric to visit Yosemite to shoot the archive scenes and special

interviews. Training of David & Jennie Curry:

- The bid has been posted; so far no qualified applicants have come forward.
- Julie has posted the job openings in a nationwide publication.
- Script for Historical Tour:
- Julie has received the information put together by the Curry Village Front Desk. She will review contents and leave areas for NPS to fill in. Children's Scavenger Hunt:
- No progress yet. Portrait Reproductions:
- Currently being framed. Evening Programs:
- No new news on the historical aspect of other evening programs.

JERRY ERNEST

Farewell Sign:

- NPS has requested an XXX, which has been submitted by Don Evans. We are waiting for NPS approval. Costumes:
- Jerry has requested bids from two separate sources. He would like two costumes each. Food and Beverage Tie-ins:
- Centenni-ALE is currently offered at Curry Village and is a big success.
- Jerry is currently working on a recipe for apple pie and soda bread.

-
- He will come up with a specialty item for the Hamburger Deck.

DEBBIE PRICE Brochure:

- We discussed what publications we should make available to guests. As a committee, we decided on using the Stentor's Call format as a publication to announce Curry Village activities and hours of operation... Lounge Display:
- Currently our Interior Design firm is doing research to establish the "era" of the Curry Village guest lounge. Once they are satisfied they have properly identified the era, they will contact the Historical Architect at the Denver Service Center to get "era" approval.
- Once the "era" approval is reached, we will purchase or design the display cases.

TOM BOPP

Mission Statement:

- We all read and approved the written Mission Statement requested by NPS. Project Scope and Objectives:
- Julie and Tom will revise the Project Scope and Objectives to include a broader Park interpretation. Ceremony Activities:
- We reviewed Tom's following outline of Ceremony Activities.

GEORGE SPACH

Marketing:

- We discussed the idea of publishing a Centennial Booklet and decided against the idea. We will publish the "Stentors Call" instead.

DEREK ZWICKEY for KEVIN KELLY

Retail tie-ins:

Discussed Retail tie-ins with Derek.

- Asked Derek to get a price for 2" buttons with the "Welcome Sign" and "I'm Strong for Camp Curry".

NEW BUSINESS Budget:

- We discussed the budget proposed by Tom Bopp for the Ceremony activities and approved the expenses. (Charged to Marketing).
- Julie received more items on her list:
 1. Check with NPS regarding approval for a campfire (wood or propane) pit in front of the amphitheater.
 2. Check with NPS regarding approval for the moonlit dance in the registration parking area.
 3. Confirm arrangements with the "Old time RV Traveler" and get a price to display his historic travel-trailers (Not available until July).
 4. Get a copy of the Stentor's Call from NPS archives (Done).
 5. Julie will contact Keith and see where he got the piano for the CV stage. (Otherwise we will rent).
- Retail will help us get sepia prints of old Curry Village menus for use in the Pavilion.
- Susan will work with Tom Bopp regarding the availability of Sedge Thompson, a radio personality, to cover Saturday's activities.
- Susan will work with George and Tom regarding the possibility of tying in on other WebPages.
- Jerry will coordinate with George and Julie to write a job description for an AV technician. This person could also cover the "Reminiscence Collector" duties (an interviewer, sporting a

fedora with "Press" sign in the hatband, collecting tape-recorded or written reminiscences of Camp Curry).

- Jerry will let Yosemite Institute know the amphitheater is not available for their use for the duration of the ceremony activities.
- Chef Henin will handle the ceremony birthday cake.
- Debbie will work on the pictures for the Pavilion.
- Jerry will get a price from Leroy for framing the pictures.

NEXT MEETING:

Tuesday, April 6, 1999, 2:30 p.m. - General Office Atrium Conference Room - Two-hour Meeting

CC: Committee Members C. Bower B. Deckel

[Centennial Meeting 3-22-99H:\Word\Centennial Meeting 3-22-99.doc 4 of 4 03/26/99]

7

From Cherie Oliver's Corinthian League Brochure 1999

The Corinthian League
The Colorful Characters of The Past
We'll Fit The Bill!

Whether it's set in 1849 or 1950, the Corinthian League will fill your historic theme event with all the color of a music hall handbill. Characters are priced according to the complexity of research and preparation -- some as little as \$50. You might choose:

- Vignette Characters to pose or mingle
- Historic Characters to act as greeters,
- Star Characters to sing, dance, or perform
- Custom Characters to portray company founders or figures

As Much Help as You Need

With over ten years of experience in producing historic events, The Corinthian League can help organize every detail- or just provide a few finishing touches. We'll work within your budget -- and within your schedule.

So, if you're planning an event that brings back the past sometime in the near future, call on the Corinthians!

8

Tom Bopp to Curry Centennial Committee Chair Debbie Price (4/8/1999)

Debbie:

I've got bands, historic marches (George [Spach] got the signed contract back from the arranger and is executing the P.O. and voucher check request for his deposit), and dancers!

Re. the dancers/instructor: they have requested 4 Curry tents plus the cabin in El Portal ...

The dancers will be in vintage clothing; the leader, Cherie Oliver, will give commentary and/or lessons on the dances--a dance-demonstration in which guests are invited to join the dancers to learn the steps (either way works). Big Bonus: the dancers are experienced in giving vintage performances of songs, readings, etc., and will participate at no charge in the "Historic Evening Program"--all they ask are accommodations!

Cheers,

Tom Bopp

9

Centennial Meeting 4-26-99

To: Centennial Committee
From: Debbie Price
Date: April 26, 1999
Subject: MEETING 4-26-99
Copy: Cindy Bower / Brian Deckle

Committee Members in Attendance: Sue Arthur / Tom Bopp / Jerry Ernest / Alice Harten
Kevin Kelly / Julie Miller / Debbie Price / Rick Smith

Guest: Lisa Abbott

Committee Members Absent: George Spach / Kim Tucker

JERRY ERNEST;

- We do not have any good applicants for the David and Jennie positions at this time. Lisa is going to make this a top priority this week. We agreed to contact George Spach and John Huey to do interviews in Fresno to help with die process.
- Jerry received two bids for the costumes. He selected Tess (Retail) to do the job. Work can start without the actors due to the need to "pad" David.
- An XXX has been issued for the "Farewell" sign. Rick Smith will follow-up with Bill Rust regarding approval process.
- The Food & Beverage tie-ins at this time are Cenntenni-ale, Mother Curry's Soda Bread, and Strawberry Freezes. Jerry is currently working on the freeze recipe.
- The stage is scheduled for repair and paint.
- Jerry has the Curry portraits. He will handle getting a cover made for the dedication.
- The "Stentor's Call" has been cleaned up and is ready to print.
- We discussed if we would still dome Historical Walk without a David and Jennie. We agreed we would, even if we have to do a "self-walking tour".

DEBBIE PRICE

- We will look into finding a volunteer or hiring someone for the celebration weekend to be responsible for logging in artifacts and insuring their return.
- Debbie discussed the color-true logo on the share file. Debbie will send the logo to NPS.
- Debbie will draft a permit/release for use during the year. It will include description, estimated cost, and photos.

-
- Debbie has authorized Lance Wellwood to bid on e-Bay memorabilia
 - The group decided against using the Budweiser Clydesdales.
 - Debbie is working with Leroy Radvadiwich (sp) regarding reproductions of hand-colored postcards for Food Pavilion prints. She will meet with Leroy next week to finalize the selection.
 - Julie suggested we purchase "posters" to give as a "thank you" to various participants.
 - Debbie will work with NPS on gate passes for the performers.

TOM BOPP

- Tom suggested we film the ceremony; Debbie and Julie will handle this project
- Tom will handle getting the YL piano moved to CV.
- Tom suggested we pursue the "reporter" and have a reporter's booth. We agreed the reporter's booth should be in the lounge and the "raw" footage should become part of the NPS library.
- Gary Fraker will invite John Reynolds.
- We will invite George Spach to MC the ceremony.
- Tom knows someone who could be an "Old-time DJ" in the Food Pavilion, with authentic Victrola's. We agreed this idea has merit. Tom will make arrangements for the DJ.
- Jerry suggested we move YI to Yosemite Lodge for the nights of the festivities. (Debbie has spoken to YI. The Sunday group will be 30 kids, so they will eat at CV. YI will move Monday and Tuesday's group to YL. Jerry will handle the details).

SUSAN ARTHUR:

- She asked Rick Smith to give the okay for the press release so we can "go public". Rick has this topic on the Division meeting agenda for tomorrow. He will contact Julie in the afternoon. Then Susan will discuss the event with Scott Gediman. (Update, per Rick, the agenda is approved).
- Susan needs to know what types of accommodations are available for press. Jerry will work with Deborah McGlaufflin regarding the number and type of accommodations blocked.
- Susan will work with Steve Medley, Yosemite Association, to see if we can use the Association "chat room" (or see if they even have one).
- Susan discussed Sedge Thompson's live broadcast. Rick Smith suggested she talk to Scott, but felt it would be a good message to let people participate from "home".
- Tom Bopp will provide a list of the names for the participants so Susan can include in the "Press Kits".

RICK SMITH/KIM TUCKER;

- Wants to make sure that amplification issues are not a problem.

KEVEN KELLY

- Retail tie-ins and buttons are on target and in the works.
- Julie asked if we could provide vests for committee members. It was suggested that vests would be a good idea for those that pass the "Know-it-all" quiz. Jerry will ask Tess to handle these vests as well. (Debbie has requested Kurt Andersen get a bid for a Centennial patch from the company doing the aprons).

ALICE HARTEN;

- We scheduled an all-staff-training seminar for Thursday, May 27. There will be one seminar in the morning and one in the evening to give the staff a "history lesson" and to go over the Centennial schedule.

-
- Alice will work on the "Know-it-all" quiz this week. We agreed that a three- tier achievement level would be good.

JULIE MILLER

- Julie is working with the video production team this week. Editing will be next
- She has bits and pieces of the script for Historical Tour; she will put them together.
- Julie is meeting with NPS to create the Children's Scavenger Hunt.
- Evening Programs are on target.

NEXT MEETING;

Friday, May 7, 1999 at 3:00 p.m.

-- O.C.R. scan from hard-copy in Bopp's Curry Centennial File

10

Centennial Meeting 5-7-99

To: Centennial Committee [notes]
From: Debbie Price
Date April 26,1999
Subject: MEETING - May 7,1999
Copy: Cindy Bower / Brian Deckel

Committee Members in Attendance: Sue Arthur / Tom Bopp / Jerry Ernest / Kevin Kelly
Julie Miner /Debbie Price / George Spach / Kim Tucker
Guest: Lisa Abbott
Committee Members Absent: Alice Harten / Rick Smith

JERRY ERNEST:

- Costumes: The seamstress needs two weeks to make the costumes. The staff will purchase shoes. George and Trish will rent costumes in Fresno. Julie is having a costume made for her.
- "Farewell" sign; The FO has been issued. We won't actually hang the sign until we receive NPS approval.
- Menus: Jerry is working on having select items available. Julie will work on getting photos made of actual menu covers and Debbie will work on getting them blown up to post on easels around the Pavilion.
- Historical Walk Julie is working on the script and will lead the walk during the celebration.
- Room Blocks: Debbie provided Jerry with the room block information, Jerry has received numerous e-mail, faxes, and phone calls. Jerry made up a spreadsheet. Jerry gave the requests to Debbie who will approve "comp" status and send to Mary Lyrn in Fresno to process.
- Participant vests: Debbie will work with Uniforms to purchase the vests.
- Jerry has perfected the Strawberry Freeze recipe and will use the milk shake price for the Freeze. He is working on the Apple Orchard Cobbler. Jerry sent information to Debbie to get NPS price approval for the Soda bread.

Will issue the first Stentor's Call for the week of May 23. Jerry has made up a logo drape for the unveiling. Jerry is currently working on a logo sport cup for the Hamburger Deck. Would like the Huff house contractors to be out of the parking area for the weekend. Has ordered three large Centennial Logo signs: one outside the lobby, a two-sided for the bill of fare sign, and one for the stage.

LISA ABBOTT:

-
- Has received some resumes. Interviews will be set up immediately, George will handle the auditions in Fresno.

DEBBIE PRICE

- Volunteer to log artifacts: Will handle this later.
- Permit/Release: Will handle.
- » Food Pavilion; Has selected the photos to hang and a large cocomat made for the entrance with the centennial logo painted in the middle. Will hang four flags from the ceiling (two from 1899). New lighting to light the photos. Display of old skiing, climbing, and stables equipment, and a display on the mantle.
- Lounge: Have purchased chairs and rockers (shown in the historic plaque). Will refinish the game tables, with animal paw prints. Have re-framed the photos/ purchased an area rug. Will upgrade the lighting and decorate the mantle.
- Gate passes: Debbie will handle.
- Budget: Passed around a copy of the budget worksheet.
- Will work with Maintenance to do what we can to get the bike stand tent up to use for a rain contingency location.
- Will meet with YCS Security and NPS Law Enforcement to go over the details of the Celebration and help find volunteers for parking patrol
- Discussed the possibility of a time capsule. Debbie will contact the Yosemite Fund and see if they want to handle this.
- Gary has invited Kevin Cann as a guest and/ or guest speaker.

TOM BOPP

Moving piano: Will send a written request to maintenance.

Reporter and reporter's booth: Debbie will contact Mark Hall and see if he would be interested in doing this job.

VIP room information: Has given this information to Jerry.

Old-time DJ: Has been hired.

Script for program: George and Tom will put this together.

The Curry family has asked to go on stage and sing "I'm Strong for Camp Curry".

Approved a country-singing group that would like to be included in the program and sing country songs from the period up to the present

GEORGE SPACH

- Live enactment: Has accepted.
- Guest notification: Julie and George will work on a mailer to go out to all Yosemite reservation holders (and Yosemite Coolies) from May 23 until December 31 informing them of the Centennial year and to bring any mementos they would like to donate. Retail will offer a no-key mail order for the video, CD, tee shirt, and poster.
- Will work with Susan to price stickers or folders to use for press kits.
- George will work with Julie on a commemorative booklet price.

SUSAN ARTHUR:

- Press releases: Has the press release on the share file. Anyone not able to get to it should send all updates to Debbie. We want the press release to be as up-to-date as possible. Accommodation needs: Passed on general needs. Internet chat room: The Association web will not work. Internet listing: Thought we could get the Centennial information on me Web, could not Sedge Thompson; Is looking for a sponsor.

Channel 30: Will film, live on Friday morning. Will work out the details with Jerry. Will check with the Mariposa Historical Society and see if they would like to help us.

KIM TUCKER

- Will book the NPS auditorium from 3-10p.m. for rain back up.
- Will check with Dave Forgang to see if they would like to help us log many special mementos for the celebration.

KEVEN KELLY

- Retail tie-ins: In the works.
- Video cover: Julie is going to work on this. We agreed the poster would be perfect Julie to investigate.
- We okayed the boot for the Strawberry Freeze.

ALICE HARTEN:

- All-staff-training seminar on Thursday, May 27. Jerry would like more information on this.
- Will send the "Know-it-all" quiz draft out by Tuesday. Please review and send back ASAP.

JULIE MILLER

- Video update: The video is being edited. Julie is going to Santa Cruz the 17* and 18* to finish it up. Erick the producer, said it came out better than he hoped. Historical Tour: In the works. Children's Scavenger Hunt: Working with NPS.

Invitations: Suggest we put out official invitations to VIP, Debbie to handle. Will get Jerry old articles to include in the Stentor's Call, Complimented Jerry on the work done on the Stage; it looks great. Julie and Tom Bopp will go over all the A/V equipment

Julie will get proper verbiage for a plaque to place under the Pavilion Firefall picture. Julie will attend an NPS Interpretive Seminar to inform NPS on the details of the Centennial.

NEXT MEETING: Thursday, May 13 @ 3:00 p.m.

11

Centennial Meeting 5-13-99

To: Centennial Committee
From: Debbie Price
Date: April 26, 1999
Subject: MEETING – May 13, 1999
Copy: Cindy Bower / Brian Deckel

Committee Members in Attendance: Sue Arthur / Tom Bopp / Jerry Ernest / Alice Harten Kevin Kelly / Julie Miller /Debbie Price / Kim Tucker

Guest: Lisa Abbott
Committee Members Absent: Rick Smith

JERRY ERNEST:

- Costumes: Jerry will go ahead and issue the PO for the uniforms, including the one for Julie.
- “Farewell” sign: The PO has been issued. NPS has approved hanging the sign.

-
- Menus: Jerry is working on having select items available. Debbie discussed having CLDA enlarge specific menus to poster size for display use in the Pavilion.
 - Jerry is working on the Apple Orchard Cobbler.
 - Will issue the first Stentor's Call for the week of May 23.
 - Jerry is going to Fresno to purchase more fabric for unveiling the sign.
 - Jerry is currently working on a logo sport cup for the Hamburger Deck.

LISA ABBOTT:

- Has arranged for John Huey to hold auditions next Monday. John will audition two males for David and 3 females for Jenn

DEBBIE PRICE

- Volunteer to log artifacts: Will handle this later.
- Permit/Release: Will handle.
- Food Pavilion: Decorations are on schedule. CLDA and installer coming up next Wednesday to do more installation.
- Participant vests: Debbie has discussed with Kurt Anderson. A khaki vest with the logo outline silk-screened has been selected and the vendor has indicated they will be here in time.
- Debbie to get NPS price approval for the Soda bread.
- Don Evans stated the contractors would be out of the CV parking lot before the celebration begins.
- Debbie is working with Linda Stolling on booking rooms to the CV room block. Note: Tom, call Linda to get the reservation numbers.
- The Lounge remodel is on track and will be done in time.
- Debbie will send the invitations by Monday.
- Debbie has received a copy of the NPS Gate Pass. She will fill out the information and send the pass in the invitation. Tom will send the pass to the performers.
- We are currently on budget.
- The bike stand tent will be the rain contingency back-up location.
- Debbie plans to meet with YCS Security and NPS Law Enforcement to go over the details of the Celebration and help find volunteers for parking patrol.
- Debbie discussed the possibility of a time capsule with Cindy Bower. Cindy will check with the Yosemite Association and see if they would be interested in this project.
- Debbie will follow up on the items George was handling, i.e. contacts, purchase orders, etc.
- Debbie will follow up with George and make sure he is still interested in doing the live enactment.

TOM BOPP

- Mark ---- will not be available to film special moments. Rollie did not feel qualified. Julie contacted Dan Warsinger, who is available to do pictures as well as document archival memorabilia.
- Script for program: Tom will put this together.
- Tom will contact NPS to see if they are able to have someone help us with the Glacier Point call.
- Cynthia McFann is on board as volunteer stage manager for all four nights.
- Kevin Cann has accepted an invitation. Tom Bopp will contact Kevin to find out if he would like to be a guest speaker.

SUSAN ARTHUR:

- Announced the Centennial press release and activities are on the Web.
- YCS may sponsor Sedge Thompson after all.
- Has contacted the Mariposa Historical Society; they have not called back.
- Susan will work with Naomi to price stickers or folders to use for press kits.

KIM TUCKER

- Waiting for a call back from Dave Forgang to see if they would like to help us log in any special mementos for the celebration.

KEVEN KELLY

- Has placed the order for the Strawberry Freeze boot.

ALICE HARTEN:

- The all-staff-training seminar on Thursday, May 27 will be at 12 noon to 2:00 p.m. and 6:00 to 8:00 p.m. Alice and Jerry will review the activities, go over the quiz, and the plan to become a "Know-it-all".
- Will send the "Know-it-all" quiz draft out by Tuesday. Please review and send back ASAP.

JULIE MILLER

- Julie is going to Santa Cruz the 17th and 18th to finish it up.
- Cheryl Mathews,(from or and?) NPS is working on the Historical Tour and the children's scavenger hunt.
- The video cover has been sent out to print. We may have to order a small supply of black and white covers for the celebration weekend.
- Julie will work with Naomi on a mailer to go out to all Yosemite reservation holders (and Yosemite Coolies) from May 23 until December 31 informing them of the Centennial year and to bring any mementos with them. Retail will offer a no-key mail order for the video, CD, tee shirt, and poster.
- Julie and Tom Bopp will review the A/V equipment.
- Julie has verbiage for fireplace plaque; Brian will make a sign.

NEXT MEETING:

Wednesday, May 19 @ 3:00 p.m.

12

Centennial Meeting 5-19-99

To: Centennial Committee
From: Debbie Price
Date: May 19, 1999
Subject: MEETING – May 19, 1999
Copy: Cindy Bower / Brian Deckel

Committee Members in Attendance: Sue Arthur / Tom Bopp / Jerry Ernest / Debbie Price
Rick Smith
Guest: Lisa Abbott

Committee Members Absent:
Tucker

Alice Harten / Kevin Kelly / Julie Miller / Kim

JERRY ERNEST:

Costumes: Will issue PO. John Huey will rent a costume in Fresno.

“Farewell” sign: Will arrive next Wednesday or Friday with a stand.

Menus: Will meet with CV Chef tomorrow.

Has finalized the Apple Orchard Cobbler.

Will issue the first Stentor’s Call for the week of May 23.

Is having the drape for the unveiling made.

Has ordered logo sport cup for the Hamburger Deck.

Huff house contractors still scheduled to be out of the parking area for the weekend.

LISA ABBOTT:

Will make an offer for “Jennie”.

DEBBIE PRICE

Volunteer to log artifacts: Will handle this later.

Permit/Release: Will handle.

Room Blocks: Mary Lynn in Fresno to process.

Send Lisa Andrea Fulton's phone number for possible “David” advise.

Participant vests: Ordered.

Sent a draft to NPS for Soda Bread price approval.

Food Pavilion: On target.

Lounge: On target.

Received approval from Mike Osborn, NPS to issue NPS Gate Passes.

Budget: On budget.

Bike Stand tent will not arrive in time.

Meeting scheduled Thursday 11:00 a.m. with YCS Security and NPS Law Enforcement to go over the details of the Celebration and help find volunteers for parking patrol.

Discussed the possibility of a time capsule. Not going to happen.

TOM BOPP

Maintenance scheduled to moving the piano.

Will call Kevin Cann and go over the time allotted for his speech.

Discussed Stuart Cross connection with Curry family, asked about an invitation. We decided it is too late.

All performers are “On Target”.

Working on the script for the program, and delineating time line.

The Curry family will sing “I’m Strong for Camp Curry” at the cake cutting. Debbie to make up music sheets.

JOHN HUEY

Live enactment: Has accepted.

Tom will call him and go over his speech.

SUSAN ARTHUR:

Tom will give specifics of program to Susan to add to the Press releases.

Sedge Thompson needs an answer on sponsorship.

Channel 30 is arriving Thursday for Friday show. Details will be worked out on Thursday. Mariposa Historical Society cannot help.

NEXT MEETING:
WEDNESDAY, May 26
3:00 p.m.

13

Centennial Meeting 5-26-99

To: Centennial Committee
From: Debbie Price

Date: May 19,1999
Subject: MEETING - May 26,1999
Copy: Cindy Bower / Brian Deckel

Committee Members in Attendance:
Sue Arthur / Tom Bopp / Jerry Ernest / Debbie Price Rick Smith / Alice Harten / Julie Miller / Kim Tucker

Guest: Lisa Abbott
Committee Members Absent: Kevin Kelly

JERRY ERNEST:
Costumes PO and arrival.
"Farewell" sign has arrived, and the stand is being built.
Menus: Will meet with CV Chef tomorrow.
Has finalized the Apple Orchard Cobbler.
Has written and copied the first Stentor's Call for the week of May 23.
Is having the drape for the unveiling made.
Has ordered logo sport cup for the Hamburger Deck.

LISA ABBOTT:
• Will make an offer for "Jennie".

DEBBIE PRICE
Volunteer to log artifacts: Will handle this later.
Huff house contractors are out of the parking area for the weekend.
Permit/Release: Will handle.
Room Blocks: Mary Lynn in Fresno has processed and we have dropped the block.
Participant vests: Will arrive tomorrow.
Sent a draft to NPS for Soda Bread price approval.
Food Pavilion: Done, except for the sculpture, which will arrive on Monday.
Lounge: Done, except for two display cases, which will arrive tomorrow.
Sent out NPS Gate Passes.
Budget: Over budget on comps.

Bike Stand tent will not arrive in time, no rain back up, have ponchos for backup.
Met with YCS Security who has discussed details of the Celebration with NPS.
We are making up 500 music sheets for "I'm Strong for Camp Curry".

TOM BOPP

- Maintenance scheduled to moving the piano.
- Will call Kevin Cann and go over the time allotted for his speech.
- All performers are "On Target". \
- Working on the script for the program, and delineating time line.

JOHN HUEY

- Is on board.
- Tom and Julie will work with him. Julie will take John on a CV tour.

SUSAN ARTHUR:

- Tom will give specifics of program to Susan to add to the Press releases.
- Sedge Thompson is happening.

**NO NEXT MEETING! GOOD LUCK AND IT HAS
BEEN A PLEASURE WORKING WITH YOU!**

Program for the Camp Curry Centennial 1999



Curry Village, A Century of Service,
Schedule of Events
(as of May 22, 1999)

Schedule Subject to Change

Saturday, May 29 & Sunday, May 30, 1999

- | | |
|-------------------|---|
| 10:00 a.m. – Noon | West Coast Live radio broadcast [Saturday only] <ul style="list-style-type: none">• Host Sedge Thompson and various guests at the amphitheater. |
| Noon – 1:30 p.m. | Welcome – Curry Village Amphitheater
Enjoy a box lunch available for purchase at the Pizza Patio.
<i>Vintage Songs of Yosemite</i> , performed by Tom Bopp <ul style="list-style-type: none">• “David Curry” (played by actor John Huey) welcomes guests.• Tom Bopp presents music from Yosemite’s past, plus information on all the Centennial activities. |
| 1:30 – 3:30 p.m. | Historic Walking Tour <ul style="list-style-type: none">• Join a Yosemite Interpreter on a historical walking tour around the Curry Village grounds. |
| 5:00 – 8:00 p.m. | Historic Dinner Menu -- Curry Village Food Pavilion <ul style="list-style-type: none">• Based on selections from early Camp Curry menus. Pavilion is decorated with enlargements of historic images, menus and programs. |
| 8:00 – 9:15 p.m. | Historic Stage Program – Curry Village Amphitheater <ul style="list-style-type: none">• “David Curry” (played by actor John Huey) welcomes guests.• Performances based on early Camp Curry programs, including piano, vocal & violin selections, reenactments of historic Yosemite entertainers, and a variety of other old-fashioned performers. Tom Bopp provides historical “color-commentary.” |
| 9:15 – 9:30 p.m. | Firefall Program – Curry Village Amphitheater <ul style="list-style-type: none">• Introduce and explain the Firefall. Reenact “Firefall Calls,” followed by a slideshow presentation of historic Firefall images during the singing of “Indian Love Call.” Learn why the Firefall was discontinued. |
| 9:30 – 10:00 p.m. | Moving Pictures – Curry Village Amphitheater |

-
- Debut the new Curry Village Centennial Video.

Monday, May 31, 1999

- Noon – 1:30 p.m. Band Concert – Curry Village Amphitheater
Pacific Coast Ragtime Orchestra “Smalltimers”
Enjoy a box lunch available for purchase at the Pizza Patio.
- “**David Curry**” (played by actor John Huey) welcomes guests.
 - Featuring performance of three historic Yosemite marches.
- 1:30 – 3:30 p.m. Historic Walking Tour
- Join a Yosemite Interpreter on a historical walking tour around the Curry Village grounds.
- 4:00 – 6:00 p.m. Tea Dance – Curry Village Amphitheater
Ragtime Orchestra and Dance Exhibition by *Corinthian League* Couples
- “**David Curry**” (played by actor John Huey) welcomes guests.
 - Corinthian League couples in period clothing give lessons in the dances of the day – two-step, slow-drag, “Grizzly Bear.” Encore of the three Yosemite marches.
- 5:00 – 8:00 p.m. Historic Dinner Menu offered in the Curry Village Food Pavilion
- **Michael & Janine Khanchalian** “The Victorian DJ” spins historic recordings on antique phonographs
 - Based on selections from early Camp Curry menus. Pavilion is decorated with enlargements of historic images, menus and programs.
- 8:00 – 9:15 p.m. Historic Stage Program – Curry Village Amphitheater
- “**David Curry**” (played by actor John Huey) welcomes guests.
 - Performances based on early Camp Curry programs, including piano, vocal & violin selections, reenactments of historic Yosemite entertainers, and a variety of other old-fashioned performers. **Tom Bopp** provides historical “color-commentary.”
- 9:15 – 9:30 p.m. Firefall Program
- Introduce and explain the Firefall. Reenact “Firefall Calls,” followed by a slideshow presentation of historic Firefall images during the singing of “Indian Love Call” by former Camp Curry employee **Loy Cutshall**, who sang it in 1950. Learn why the Firefall was discontinued.
- 9:30 – 10:00 p.m. Moving Pictures
- Screen the new Curry Village Centennial Video.

Tuesday, June 1, 1999

Curry Village Amphitheater

- 2:50 p.m. *The Porcupine Ragtime Ensemble* opens the ceremony

-
- 3:00 p.m. Centennial Ceremony Program
Master of Ceremonies: “**David Curry**” (played by actor John Huey)
- Gary Fraker, Yosemite Concession Services president
 - John Reynolds (Director of the Pacific West Region N.P.S.)
 - Ambassador Bill Lane, former publisher of Sunset Magazine and an ex-employee of Yosemite Park and Curry Co., who was also a Firefall raker.
 - Kevin Cann (Deputy Superintendent Y.N.P.)
 - Curry Family representatives.
 - *Porcupine Ragtime Ensemble* performs “The Stentor” March.
- Dedication of David and Jennie Curry portraits and dedication of the return of the “Farewell” sign to Curry Village.
- 4:00 p.m. Cake-cutting
Celebrate the end of the first 100 years.
Curry Family sing “I’m Strong For Camp Curry” accompanied by pianist Dana Curry Preston.
- 4:30 – 6:30 p.m. Afternoon Dance with *Porcupine Ragtime Ensemble* and *Corinthian League* dance exhibition
- 5:00 – 8:00 p.m. Historic Dinner Menu offered in the Curry Village Food Pavilion
- **Michael & Janine Khanchalian** “The Victorian DJ” spins historic recordings on antique phonographs
 - Pavilion is decorated with enlargements of historic images, menus and programs.
- 8:00 – 9:15 p.m. Historic Stage Program – Curry Village Amphitheater
- Performances based on early Camp Curry programs, including piano, vocal & violin selections, reenactments of historic Yosemite entertainers, and a variety of other old-fashioned performers. **Tom Bopp** provides historical “color-commentary.”
- 9:15 – 9:30 p.m. Firefall Program
- Introduce and explain the Firefall. Reenact “Firefall Calls,” followed by a slideshow presentation of historic Firefall images during the singing of “Indian Love Call” by former Camp Curry employee **Loy Cutshall**, who sang it in 1950. Learn why the Firefall was discontinued.
- 9:30 – 10:00 p.m. Moving Pictures
- Screen the new Curry Village Centennial Video.

-- (Unedited) MS Word document – “Sched Update 2” from Tom Bopp to performers
(5/28/1999)

END NOTES TO PART 2

Ahwahnee 75th – Yosemite Heritage Holidays

15

From: Tom/Diane Bopp
To:
Sent: Friday, March 09, 2001 3:29 PM
Subject: Wawona

Dear Cherie/Wally:

... I still have, rattling around in my littered brain, the Ahwahnee 75th anniversary idea you proposed. It probably isn't too early to think about securing the RSJO, though I wonder if YCS (my bosses) are capable of making a monetary commitment this soon. Are there any other orchestras/ensembles to consider? I will approach my bosses with the idea of combining a chef's holiday with a vintner's holiday, and throw a two-day bash with a Friday and Saturday night dance in the Great Lounge, perhaps. Any ideas?

--Tom

16

Bopp - First proposal for the 75th after consulting by phone with Cherie Oliver

From: "Tom/Diane Bopp"
To: "Karen Hales"
Cc:
Sent: Thursday, March 29, 2001 6:43 PM
Subject: Ahwahnee 75th

> To: Karen Hales
> From: Tom Bopp
>
> Re: Proposal for Ahwahnee Hotel 75th Anniversary Ball
>
> Mission Statement:
>
> The mission of this commemorative program is to teach about an important
> phase in Yosemite's past, by engaging our guests in a historic re-creation
> of the cultural climate of 1927.
>
> WHO
>
> 7/16/02 will mark 75 years since the public opening of the Ahwahnee Hotel.
> We have at our disposal the means of creating a first-rate event. Last
> night I spoke with Cherie Oliver, president of the Calif. Art Deco Society
> (she helped us immeasurably with the Curry Centennial in 1999) -- this
> non-profit group is expert at creating vintage events, and ours is right up

-
- > their alley. She is optimistic that the society's board will want to help
 - > us with the event.
 - >
 - > WHEN
 - >
 - > As with the Curry Centennial (June 1, 1999), having the anniversary on the
 - > actual date puts us in the middle of peak season. I suggest we put it off
 - > until the first Saturday in December (since, unlike the Curry event, this
 - > one will be all indoors).
 - >
 - > EVENT:
 - >
 - > Prologue) Many will arrive in vintage cars; it is possible a car club will
 - > put this event on their itinerary.
 - >
 - > 1) Afternoon fashion show (3 - 4:30 p.m.) -- Art Deco Society members excel
 - > at this, showing off their collections of vintage clothing (the real thing,
 - > not reproductions), male and female fashions. They'll explain the styles,
 - > designers, and historical contexts of the clothes.
 - >
 - > 2) Tea dance (5 - 7:30 p.m.) -- there are perhaps four excellent orchestras
 - > in California that specialize in Twenties/Thirties music. This will be
 - > attended by a core group of Deco Society dancers in vintage clothing, and
 - > could even include dance instruction for guests who may not be familiar with
 - > the Lindy-Hop.
 - >
 - > 3) Dinner At Eight (7:45 p.m.) -- I wonder if we can find out, through the
 - > Research Library, exactly what was served at the opening night? If not, we
 - > can at least cull the best from Ahwahnee menus from the time and create
 - > something authentic. Yes, 1927 was prohibition, but there were California
 - > wine makers at that time that are still around. There were ways, back then,
 - > of getting around the rules -- "sacramental" wine and "medicinal" whiskey --
 - > we could have some fun with the wording on the menu. I think yours truly
 - > would provide the dinner music, though I may be able to entice some of the
 - > other 'deco' musicians to sit in.
 - >
 - > COST:
 - >
 - > 1) The personnel for the fashion show and dancers -- our core-group of Art
 - > Deco Society members -- ask only for rooms and park-passes; the Lodge will
 - > do, probably no more than 20 rooms. They will need one room at The
 - > Ahwahnee, for Mr. & Mrs. Oliver, as she will be coordinating things and
 - > they'll need a changing-room -- a safe place for all those vintage gowns,
 - > etc. I'd suggest a room close to and on the same floor as the mezzanine.
 - >
 - > 2) Orchestras range from (I hear) \$----- to \$----- (for the very very best
 - > knockout nationally known), and I hope we can get the latter. I'm sure
 - > rooms in Yosemite will be an effective bargaining chip.
 - >

> BENEFIT:
>
> This'll be easy to advertise and attractive to the press. What a photo-op!
> There is a network of vintage-event-attendees, many of them in the Bay Area;
> this event will sell rooms at a slow time and attract early-winter press
> attention (we saw lots of good coverage of the Curry Centennial).
>
> Also, there is much to be said about the Ahwahnee's role in Yosemite
> history, as well as what it represents today -- I'm working on it. This
> will be as much a grand interpretive program as anything else, as was the
> Curry Centennial. This should be mentioned in any proposal to the NPS.
> Having a luxury hotel such as The Ahwahnee was the vision of Park Service
> director Stephen T. Mather, and it is instructive to look at the aesthetic
> of that time, and its influence on today's Yosemite.
>
> I'd like to help bring this event about, because of my interest and
> participation in Yosemite's cultural history. Let me know if you'd like to
> get the ball rolling, and copy this to any who may be interested.
>
> --Tom Bopp

17

From: "Tom/Diane Bopp"
To: "Oliver, Cherie"
Sent: Thursday, August 02, 2001 11:55 AM
Subject: Re: Bopp Spam

> Dear Cherie:
> ... My guess is that there are people at YCS who'd
> like to be in charge of an Ahwahnee event, but at the same time I think
> they're too busy I'll attempt to wind myself through this
> maze. The tape and literature on the orchestra should help a lot.
>
> Thanks,
>
> Tom

18

-----Original Message-----

From: Tom/Diane Bopp
Sent: Thursday, December 06, 2001 12:12 PM
To: Oliver, Cherie
Subject: Ahwahnee

Dear Cherie/Wally:

Greetings from the vacuum; I know, it's been four months since my last communication, but it's taken that long to get a response from the Ahwahnee. It's been about that long since I delivered your package to Larry Ross, the General Manager (I first broached the subject with them in an email last March). Last week I began my winter gig in the Ahwahnee dining room. Mr. Ross saw me there playing; a couple of hours later, I got a phone call at the reservations desk from him to let me know that he was scheduled the next day to present his Ahwahnee Anniversary proposal to upper management.

Sooooo... I've encouraged Larry to work with you in putting something together. I need to avoid the possible scenario in which they delay and delay and then drop the project in my lap; the way things have gone so far, I suspect that I could get hung with the rap if things fell apart. Therefore, I've made it clear to Larry that my role is at best advisory, and that I'd like to be on the periphery of things, including perhaps a performance ... Let me know if/how I can help you out.

All the best,

Tom Bopp

----- Original Message -----

From: Oliver, Cherie
To: 'Tom/Diane Bopp'
Sent: Thursday, December 06, 2001 1:16 PM
Subject: RE: Ahwahnee

Hi Tom!

FYI, Larry has already called me. I will have to dig up my file and then call him back. It's difficult since I am doing all this extra-curricularly (sp?) at work. I may try to make a phone date with him on an evening or weekend.

Cherie O

19

Cherie Oliver Proposal for Ahwahnee Hotel 75th Anniversary (June event)

From: "Oliver, Cherie"
To: "'Tom/Diane Bopp"
Sent: Friday, December 14, 2001 6:57 PM
Subject: RE: Ahwahnee 75th

> Hi Tom,
I talked to Larry and put together a proposal, based on your email (which he evidently did not see!). Here it is, FYI!
> Cherie O

TO: Larry Ross, The Ahwahnee
FROM: Cherie Oliver, Art Deco Society of California
RE: Proposal for Ahwahnee Hotel 75th Anniversary Historic Programs
DATE: December 14, 2001

WHY: July 14, 2002 will mark 75 years since the public opening of the Ahwahnee Hotel. The mission of this commemorative program is to teach about an important phase in Yosemite's past, by engaging our guests in a historic re-creation of the cultural climate of 1927. It will also be effective in creating a fresh story for PR purposes.

WHO: The Art Deco Society of California can provide the means of creating a first-rate historic event. Its president, Cherie Oliver (yours truly!), helped significantly with the Yosemite Camp Curry Centennial in 1999. This non-profit group is expert at creating period events, and this one is particularly interesting to us. Our website is <http://www.art-deco.org/>

WHEN: As with the Curry Centennial (June 1, 1999), having the anniversary on the actual date puts it in the middle of peak season. You might want to consider an off-peak time, with a carefully selected list of invitees.

EVENT: We propose a two-day program, to consist of the following:

- 1) Morning Lecture. The founder of the ADSC, Michael Crowe, is an NPS employee involved in historic preservation. He could address history and preservation issues at the Ahwahnee on the first day's lecture, and Art Deco/1920's style elements on the next.
- 2) Afternoon Fashion Tea (3 - 4:30 p.m.) -- Art Deco Society members would model one of the country's finest private collections of vintage clothing (the real thing, not reproductions), as guests enjoy afternoon tea. There would be a lecture element to explain the styles, designers, and historical contexts of the clothes, and a 'walkaround' informal modeling element to allow guests to see and enjoy each item.
- 3) Tea Dance (5 - 7:00 p.m.) -- There are perhaps four excellent orchestras in California that specialize in Twenties/Thirties music. The full orchestra can be used for The Ahwahnee Art Deco Ball (see below); a smaller ensemble, if preferred, can be used for the Tea Dance. This will be attended by a core group of Deco Society dancers in vintage/repro clothing, who

would demonstrate and instruct period dances such as the Foxtrot and Charleston. This would provide preparation for the Ball later in the evening

- 4) Dinner At Eight (8:00 p.m.) – If possible, re-create a menu of exactly what was served at the opening night. Or, cull the best from Ahwahnee menus from the time and create something authentic. Yes, 1927 was prohibition, but there were California wine makers at that time that are still around. There were ways, back then, of getting around the rules -- "sacramental" wine and "medicinal" whiskey, which could provide a note of fun in the menu and service.
- 5) The Ahwahnee Art Deco Ball. After dinner, guests would stay for a formal Ball, featuring the full orchestra selected, playing dance music of the period. Again, the Art Deco core group would be there to get people dancing and provide period atmosphere. This part of the program would be one-time-only; the other elements listed above could be repeated on each of the two days.

COST:

- 1) The personnel for the fashion show will need one room at The Ahwahnee, for coordinating things, and as a changing-room and a safe place for all those vintage gowns, etc. I'd suggest a room close to and on the same floor as the mezzanine.
- 2) Our core-group of Art Deco Society members – models and dancers, ask only for rooms (with bath) and park-passes; the Lodge will do, probably no more than 12 rooms.
- 3) Orchestras range from \$----- to \$----- (for the very very best knockout nationally known group). I stress that I have not spoken to anyone yet about actual availability and cost; these are 'ballpark' figures. Demo tapes and PR packs should already be in your possession. In addition, Yosemite-ite Tom Bopp can play for dinner and perhaps for other portions of the program as well.

BENEFIT: This will be easy to advertise and attractive to the press. What a photo-op! There is a network of vintage-event-attendees, many of them in the Bay Area. The ADSC would market it directly to our members and mail list (about 2000 people -- -- that's more than 2000 people who are already interested in things from the era of the Ahwahnee who probably would not otherwise be coming to Yosemite). This event could sell rooms at a slow time and attract early-winter press attention, or, if you prefer to do it at the actual anniversary, provide the basis for high-end fundraising benefit events.

NOTES: Lectures: There is much to be said about the Ahwahnee's role in Yosemite history, as well as what it represents today. Having a luxury hotel such as The Ahwahnee was the vision of Park Service director Stephen T. Mather, and it is instructive to look at the aesthetic of that time, and its influence on today's Yosemite.

Antique Autos: We could also contact other interest groups, including car groups with members in the Foothills or Tahoe area, who might be interested. (one problem; I spoke to a fellow at the Wawona who said that they used to get lots of car clubs until the NPS told them they couldn't reserve spaces in front for the antique cars -- that nixed it for the car guys -- they won't park their cars in the lot, it's too dangerous -- so check on that before we market to those groups). Other groups include historic societies, preservation groups, costume clubs, and early-music societies.

I hope this enough information to get your committee discussions rolling! I look forward to working with you – and to visiting my beloved Yosemite in another special trip to its past.

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Bopp Proposal for expanded Ahwahnee Hotel 75th Anniversary events

From: Tom/Diane Bopp

To: Julie Miller ; Kevin Kelly ; ----- ; Oliver, Cherie ; -----

Sent: Friday, January 18, 2002 12:14 PM

Subject: Bopp's 75th suggestions

Please find attached ideas to discuss at next Wednesday's meeting

To Whom...

At the request of Kevin Kelly, I've listed some ideas, below, that may help supplement the proposal from Cherie Oliver of the Art Deco Society and extend and expand the 75th Anniversary observance. The list concludes with thoughts on the interpretative nature and philosophy behind the celebration. Some of the names listed as resources are contacts of mine.

--Tom Bopp

- 1) Interpretive presentations throughout the year -- lectures, slide shows -- pertaining to:
 - Ahwahnee history (*resource: Julie Miller*)
 - YNP history to 1927 (*resource: NPS Interp*)
 - Cultural/social/political climate of 1927 (*resource: university professor/lecturers*)
 - Ahwahnee Philosophy (why built? - still appropriate in a Ntl. Park? - why so?)
- 2) Exhibits by collectors of '20s/'30s ephemera (*resource: Deco Society; we'd have to work out security, insurance, etc.*)
- 3) "The Deco DeeJay" -- various (if possible) record collectors bring their vintage 78s to play at special presentations in the Great Lounge (*resource: David Plotkin, Jim Bedoian, Mike Khanchalian*)
- 4) Vintage Movies in the Tudor Lounge: somebody fluent in film history, talking about and presenting movies from 1927 (or so) using our video-projector (*resource: Rusty Murphy, John Schulties*)
- 5) Engage a good history-writer to create an in-house weekly faux-handbill, with "information" on VIPs checked into the hotel, bits of 1920s news, etc. (*resource: Internet*)
- 6) "10 Favorite Drinks of 1927" list for bar placards and wine list (*resource: Internet*)
- 7) Dinner Specials every night created from 1920s (Ahwahnee?) hotel menus (*resource: Yosemite Research Library*)
- 8) Dixieland music was cutting-edge in the mid-late 20s; I'm sure we could engage some good

groups throughout the year (*resource: Peter Hoss*)

9) Small classical string ensembles were likely preferable to jazz by most at the Ahwahnee; we could possibly snag some such in return for room/board for Great Lounge Tea concerts

10) I can certainly develop a musical presentation with hits from 1927, perhaps with synchronized slides and lecturing.

11) P.R.: Radio spots and newspaper/magazine ads in 1927 format. Design whimsical press-releases. 75th Logo applications: lapel pins on all employees, swizzle sticks, cocktail napkins, plaquards in fruit and bread baskets.

12) Tournaments in 1920s lawn sports (croquet, badminton, tennis, lawn bowling, shuffleboard) and indoor board games

13) Famous books from the 1920s at the Sweet Shop

Philosophy behind the celebration:

“I see the role of these places (such as the Ahwahnee Hotel) as ‘base camps’ in which visitors may deepen their connection to Yosemite through interpretative programs and simple, positive human interaction, rejuvenating themselves for the next day’s recreation. Our attachment to Yosemite is made possible principally through direct contact with Yosemite. The amenities serve the purpose of creating a portal through which much of humanity would otherwise never get to know, love, and protect Yosemite. Since we are not preaching only to the converts, I think it is important not to dismiss such cultural icons in Yosemite without estimating their value as welcoming environments in which people may rediscover and deepen their attachment to nature.” -- Tom Bopp, from an article in Southern Sierran (published by the Los Angeles Chapter of the Sierra Club, Nov. 1998)

Human culture has been a part of Yosemite for thousands of years -- ever since the first human visitors sang and danced around a campfire. Celebrating the cultural climate in which the Ahwahnee was conceived makes us mindful of the contrast between past and present cultural values. Such values play a crucial role in shaping Yosemite’s future.

21

From: Tom/Diane Bopp
To: Oliver, Cherie
Sent: Thursday, January 24, 2002 7:50 PM
Subject: Better version

Dear Talent:

My bosses (at Yosemite Concession Services) finally (just yesterday) persuaded me into an advisory role for the Ahwahnee Hotel 75th anniversary committee. They have (at my urging) put Cherie Oliver, of the San Francisco Art Deco Society, at the helm of our main event on July 14; however, that group is tied up in mid-March, and I've been asked to create a "kick-off" event for this March.

My job is to make initial contact with talent, and see who'd be available. I've been given until Monday to commit to one of the following Sun/Mon dates for our event: March 10/11 or March 17/18. I'm told you'll get room, board, and dough...

... There's a second layer to all this, too; additionally, I'm looking for talent (any of the above) to schedule at the Ahwahnee throughout the year -- that's my second priority.

So let's talk! I'll give you a call, or vice-versa.

Thanks,

Tom Bopp

22

Bopp – Operations Proposal language for Ahwahnee 75th

From: Tom/Diane Bopp
To: Karen Hales
Cc: Julie Miller
Sent: Saturday, January 26, 2002 12:27 AM
Subject: Boppslopp for the Op Prop

Karen:

Find attached some language that may be useful in explaining the interpretative context of our events; fitting some of this in the operations proposal might be helpful.

Tom Bopp

Suggestions for additions/amendments to OPERATIONS PROPOSAL

Title: The Ahwahnee 75th Anniversary

1. Description:

The Ahwahnee 75th provides a rare opportunity for a high-profile event attracting national attention. As such, the events may be tailored to encourage and elevate the level of public discussion of how the cultural climate of an era influences decisions regarding Yosemite's future.

As an interpretative tool, the Ahwahnee 75th can charm the public into a more informed and mature involvement with Yosemite's future.

March 17 and 18, 2002 are the dates proposed for a "kickoff" to our year-long observances of the Ahwahnee 75th Anniversary. It is intended that all aspects of the observances support one another as elements of a larger interpretative function. That function will be two-fold:

1) Re-creations of the cultural climate that gave birth to the Ahwahnee, including the music, dance, fashions, and film-arts of pre-depression America.

2) interpretative programs discussing the above influences and others, including past customs of park visitors, which customs have been recognized as destructive (and been discontinued), and which customs have merely gone out of style, and which may have influenced Yosemite in a positive way.

Note that no single element or event may stand scrutiny as an interpretative event when taken alone; each element must be seen in its context as supporting the others as an integrated program.

The *purpose* of these programs will be to charm the audience into a feeling and awareness for the difference in the visitor-experience of years past. The *value* is in encouraging viewers to look at the current visitor-experience from an objective distance. If we view what we currently do in Yosemite in the same detached way that we look at practices of long-ago, we'll make better judgments about which practices are safe to keep, and which should be left behind.

The purpose and value of these programs to Y.C.S., in particular, is to increase the quality of our guests' experience by adding depth to it, and to fuel public participation. Encouraging public awareness of the history of the Yosemite experience, and increasing participation with park issues, must enhance guests' overall satisfaction with their visit to Yosemite.

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Program for The Ahwahnee 75th Anniversary Kick-off Celebration – March 2002

Special Commemorative Events:

10:30 a.m. - Noon (Sunday & Monday)

Multimedia Vintage Music Presentation & Lecture

Ian Whitcomb - Grammy-award winner

Noon - 1 p.m. (Sunday)

Book and CD signing

Ian Whitcomb – Author, lecturer, Grammy award winner

Location within the hotel to be announced

12:30 – 1:30 p.m. (Sunday & Monday)

Ahwahnee Historic Tour

Join YCS interpreters for a tour of this landmark, covering the hotel's various public rooms, fascinating history and unique décor. Sign up for this free program in advance by calling The Ahwahnee concierge's desk at (209) 372-1426. No sign-ups will be accepted more than 48 hours in advance.

2:00 – 3:00 p.m. (Sunday & Monday)

Ahwahnee Historic Tour

2:30 – 3:30 p.m. (Sunday & Monday)
1920's Dance Instruction Presented by Regina Whitcomb
The Ahwahnee Great Lounge

3:30 - 5:00 p.m. (Sunday & Monday)
Tea Dance
Crazy Rhythm Hot Society Orchestra -
An 13-piece ensemble playing 1920's dance music
Dance demonstration & instruction by costumed performers

5:30 - 7:30 p.m. (Sunday & Monday)
Janet Klein & the Parlor Boys
Featuring late ragtime and early jazz tunes
Ahwahnee Bar

7:30 – 8:30 p.m. (Monday)
Fireside Storytelling for All Ages
Stories of The Ahwahnee by the Great Lounge Fireplace

Seatings from 5:30 - 8:30 p.m. (Monday)
Ahwahnee Recollections Dinner
Special Prix Fixe Menu
Featuring modern interpretations of the original 1927 menu
Cost for the dinner is \$58 per person or \$85 with wine package, price does not include tax or gratuity.

8 – 10 p.m. 1920's Dinner Music (Monday)
featuring Ian Whitcomb & the Bungalow Boys
presented in The Ahwahnee Dining Room

24

From: "Julie Miller"
To:
Sent: Friday, March 22, 2002 12:14 PM
Subject: Re: Bopp - 75th - comments

Great observations Bopp. I loved the whole thing and kudo's to you for
> the wonderful arrangement of people and ideas. YOU'RE the star of this
> gig, just like you were at the Centennial. You radiated the whole
> event- these were your people Tom. Great job.

From: "Kathy Langley"
To:
Sent: Friday, March 22, 2002 12:47 PM
Subject: Re: Bopp - 75th - comments

> And, oh, by the way, did I tell you THANKS for everything...maybe not in
> a couple of days, so thanks again! You're a pro.....KL

From: "Tom/Diane Bopp"
To: "Oliver, Cherie"
Sent: Monday, March 25, 2002 4:50 PM
Subject: Re: Ahwahnee Event?

> Hi Cherie:
>
> I've attached a program; it was a huge hit in every aspect. The
> Superintendent was there both nights, and seemed to love it. Of course, the
> turnout was low because of the late notice and the weather, but there is
> talk of making it a yearly event. I haven't yet heard of a committee
> meeting for the aftermath, though I've submitted comments on what to fix --
> everybody's away on business trips, it seems. I suspect our next meeting
> will discuss what to do in July. We have that same problem as at Curry -- a
> full house.
>
> Cherie, I think they may want me to run future events -- I don't know. I
> have earnestly tried to put these things into your able hands and will
> continue to do what I can to keep you and the Art Deco Society in the loop;
> you have been a great help and inspiration.
>
> Sincerely,
>
> Tom

25

From: Tom/Diane Bopp
To: Oliver, Cherie
Sent: Tuesday, May 14, 2002 11:33 AM
Subject: Ahw75

Cherie:

Hooray! I just spoke with Deb, and was relieved and happy to hear that you're finally on board. Let me know if I can help, or if there might be a place for me in the program (I won't be insulted if not!)

--Tom

Program for The Ahwahnee 75th Anniversary Celebration – July 2002



THE AHWAHNEE 75TH ANNIVERSARY CELEBRATION
JULY 13 & 14, 2002

PUBLIC PROGRAM SCHEDULE:

Saturday, July 13, 2002

10:00 - 11:00 a.m.	Morning Lecture/Demo: Music (S. Buick) – Great Lounge
10:00 – 11:00 a.m.	Historic Ahwahnee Hotel Tour (YCS Tour Interpreter)
11:30 – 12:30 noon	Noontime Lecture/Demo: Fashion (D. Rush, Group) – Great Lounge
2:00 – 4:30 p.m.	Afternoon Tea Dance/Lesson (W&C Oliver, Band, Group)-Great Lounge
5:30 – 8:00 p.m.	Badminton Tournament – Ahwahnee East Terrace Lawn
5:00 – 9:00 p.m.	Tom Bopp at the Piano – Ahwahnee Bar
6:30 – 8:00 p.m.	Anniversary Recollections Dinner – Ahwahnee Dining Room

Sunday, July 14, 2002 (Actual Anniversary Date)

10:00 - 11:00 a.m.	Morning Lecture/Demo: Music (S. Buick) – Great Lounge
10:00 – 11:00 a.m.	Historic Ahwahnee Hotel Tour (YCS Tour Interpreter)
11:30 – 12:30 noon	Noontime Lecture/Demo: Fashion (D. Rush, Group) – Great Lounge
1:00 – 2:00 p.m.	Afternoon Lecture: History (M. Crowe) – Tudor Lounge
2:00 – 4:30 p.m.	Afternoon Tea Dance/Lesson (W&C Oliver, Band, Group)-Great Lounge
4:30 – 5:00 p.m.	Ahwahnee Cake Cutting & Guest Speakers – Great Lounge
5:00 – 9:00 p.m.	Tom Bopp at the Piano – Ahwahnee Bar
6:30 – 8:00 p.m.	Anniversary Recollections Dinner – Ahwahnee Dining Room

DESCRIPTION OF PROGRAM OF EVENTS*

- 6) Slide Lecture/Demonstration: Music History. (Sat/Sun, 10:00 – 11:00 a.m.) ***"Bringing the Music Home: From Sheet Music to Victrola."*** Our lecturers are Slimm Buick and Jessica Boscarello. Music itself changed during the 1920s, bringing into the mainstream the influence of Black America with their jazz rhythms, while new technology enabled people to enjoy professional performances by playing records on their home Victrolas. Vintage records will be played on vintage Victrolas, while the lecturers provide historical background on the music being played, including period sheet-music artwork, and the social and technological aspects of music recording.
- 7) Historic Ahwahnee Hotel Tour (Sat./Sun., 10:00 – 11:00 a.m.) - The Ahwahnee is an amazing hotel for many reasons. It has a fascinating history, unique décor, and hosts a variety of special events. It plays into the early history of Yosemite and its outreach to visitors, and today is one of the nation's most recognized "Great Lodges of the West." Depending on the season, the tour can be both indoors and outdoors and the visitor is taken through the various public rooms to have stories told and details acknowledged. This program is great for all ages. Participants must sign

up for this free program by visiting or calling by The Ahwahnee Concierge's Desk at (209) 372-1426. No sign-ups will be accepted more than 48- hours in advance.

- 8) Live Lecture/Demonstration: History in Fashion (Sat/Sun, 11:30 – 12:30 noon) – *"The Tumultuous Twenties: Changing Roles in American Society Seen Through Vintage Fashions."* Our lecturer is Deborah Rush, owner of the collection, who has presented similar shows to historic-interest groups across the state. A lecture on social history in the pivotal decade of the 1920s, with a focus on women's changing roles in society, will be illustrated by selections from one of the country's finest private collections of vintage clothing.
- 9) Slide Lecture/Demonstration: Architectural History. (Sun. Only, 1:00 – 2:00 p.m.) *"The Ahwahnee in Context: Art Deco Era Art and Architecture Trends and How They Influenced the Ahwahnee."* Our lecturer is the founder of the ADSC, Michael Crowe, an NPS employee involved in historic preservation. With the increase in personal wealth during the 1920s, hoteliers and the National Park Service realized that they were not capturing the expanding high-end recreation market with their existing Spartan facilities. A movement began to create grand lodges in the National Parks, using the latest engineering technology, coupled with trends in art and architecture that emphasized a sophisticated sense of the rustic and an appreciation of American Indian art motifs. Slides and narrative will bring this era to life.
- 10) Live Music Performance, Tea Dance and Lesson (Sat/Sun, 2:00 – 4:30 p.m.) – *"Shaking the Blues Away: Dance Rhythms of the Twenties."* Our orchestras are two of the best in the state: The Royal Society Jazz Orchestra and the San Francisco Starlight Orchestra. Our lecturers are Cherie and Wally Oliver, well-known Bay Area dancers and teachers. This will be a great opportunity for audience participation, featuring a dance lesson with The Olivers covering both physical movement and the history behind the dances, followed by a social dance to live music from a full orchestra. Art Deco Society members in vintage/reproduction clothing will demonstrate period dances such as the Fox-trot and Charleston, and dance with guests to encourage participation. Those who do not can still learn and enjoy by listening and watching!
- 11) Ahwahnee 75th Anniversary Cake Cutting Ceremony (Sun. Only, 4:30 – 5:00 p.m.) – Join us as we celebrate 75 years of continued superior customer service at Yosemite's grand Ahwahnee.
- 12) Badminton Tournament (Sat. Only, 5:30 – 8:00 p.m.) – In the spirit of the 1920's sporting craze that took the nation by storm, The Ahwahnee will host a badminton tournament in roaring 20's style. Competitors are encouraged to dress in vintage sporting costume. Sign-up to participate at the hotel's concierge desk. Games are played in ½ rounds.
- 13) Ahwahnee Bar Vintage Piano Music and Song Styling of the 1920's (Sat./Sun., 5:00 – 9:00 p.m.) - Music provided by Yosemite pianist Tom Bopp reflecting the musical styles popular during the 1920's.
- 14) Anniversary Recollections Dinner (Sat./Sun., 6:30 – 8:00 p.m.) – Dinner is a good opportunity for recreating elegant excitement of The Ahwahnee's opening day. The Ahwahnee Recollections Dinner menu will feature a modern interpretation of the original menu served up in the Dining Room on its opening day.

*Programs presented with the assistance of the Art Deco Society of California (ADSC), the Royal Society Jazz Orchestra (RSJO), the San Francisco Starlight Orchestra and Yosemite vintage "music-man" Tom Bopp. To learn more about these groups, please visit their web sites at:

- Art Deco Society of California - www.art-deco.org

- Royal Society Jazz Orchestra - www.rsjo.com
- San Francisco Starlight Orchestra - www.johnhoward.com/sfso.htm
- Tom Bopp - www.YosemiteMusic.com

ADDITIONAL ACTIVITIES -

Ahwahnee Postal Cancellation Station – Create your own Ahwahnee 75th Anniversary souvenir with our official commemorative cancellation stamp. A special Ahwahnee Postal Station will be set-up at the hotel with a U.S. Post Office representative available to hand cancel your post cards and letters, creating your own unique Ahwahnee 75th Anniversary memento. **A postal cancellation station will be set up at the Ahwahnee from 10:00 a.m. – 2 p.m. on the official anniversary date, Sunday, July 14.**

Ahwahnee Sunday Grand Brunch Buffet – Take a delightful break from the celebration activities and refortify yourself at the Ahwahnee Sunday Grand Brunch Buffet. The buffet is a delicious hotel tradition and the Ahwahnee culinary staff has created a menu that combines traditional breakfast favorites with sumptuous gourmet fare, served up in the Ahwahnee signature style of grand, rustic elegance in the hotel’s massive dining room. The buffet atmosphere is relaxed yet sophisticated with abundant banquet tables graced with wrought-iron candelabras, lush floral displays and whimsical ice carvings. Reservations are encouraged for this popular weekly gastronomic event - the Dining Room can be reached at 372-1489. The Ahwahnee Grand Brunch Buffet is available only on Sundays from 7 a.m. to 3 p.m. Buffet price is \$32 adult; \$16.50 children’s “Just for Kids’ buffet (ages 4 to 12); children under 4 are free.

Ahwahnee 75th Anniversary Commemorative Products – Be certain to visit the Ahwahnee Gift Shop and take a look at the variety of retail gifts and products highlighting the Ahwahnee 75th Anniversary. Special edition anniversary commemorative products include custom label wines, Ahwahnee signature china and stemware, clothing, coffee mugs & paperweights.

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Program for Art Deco Days at The Ahwahnee – *From ADSC website dated 3/20/03*

DAY ONE: Sunday, March 16, 2003

2:00 pm	Lecture: " Accessories to the Time: Fashion 's Finishing Touches "
2:00 pm	Dance Lesson (beginners): " Deco Dancing 1-2-3 "
3:00 pm (till 5:30)	TEA DANCE with the Royal Society Jazz Orchestra
7:00 pm	Special Art Deco Dinner at the Ahwahnee Dining Room (NOTE: Dinner seating begins at 5:30; you may choose your time)
7:00-11 pm	SPEAKEASY at the Ahwahnee Bar with Sara Klotz de Aguilar, Tom Bopp, Ann Gibson, and more favorite ADSC performers!

DAY TWO: Monday, March 17, 2003

10:00 am	Vintage Records and Sheet Music in the Great Lounge
10:30 am	Illustrated Lecture: " Modern Times: Changing Society 1900-1929 "

1:00 pm	VINTAGE FASHION SHOW: The Turbulent Twenties
2:00 pm	Book Signing: Christine Barnes, " Great Lodges of the West "
2:30 pm	Lecture: " The Vintage Look: Hair & Makeup Makeover "
3:30 pm	Dance Demo/Lesson (intermediate): "The Next Steps "
	[Dinner on your own, not included in package]
8:30 pm (til 11:30)	GRAND ART DECO BALL with the Royal Society Jazz Orchestra, featuring The Deco Belles
	BOLD events = DON ' T MISS!

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A/V Needs for Ahwahnee/ADSC Event – March 21-23, 2004

FROM: Cherie Oliver, ADSC
TO: Deb Collins/Elizabeth Glau, YCS

SUNDAY, March 21, 2004

Reception Solarium, YCS setup w/bar, piano, high tables
Dinner Mike/stand near piano for singer
Speakeasy ADSC performer to bring additional sound equipment needed (?)

MONDAY, March 22, 2004

OVERNIGHT: **Great Lounge** should be set up for Fashion Show, #3 below
Tudor Room should be set up for Lecture, #2 below

1. Vintage Records - Great Lounge, 9:00-10:15 am

ADD to Fashion Show Setup, #3 below:

1 microphone (w/stand, for speaker and antique record player)
1 6' or 8' banquet table, skirted (to display sheet music covers)
ANYTIME AFTER 10:30 – remove table, move mike

2. Architectural History Lecture (Tudor Room, 10:30-11:15 am)

Podium for Speaker (or tall cocktail table)
Microphone (near or on top of Podium)
Carousel Projector with Clicker for Speaker to choose slides
Screen
AT 11:30 – Lunch for Participants in Green Room (Colonial Room)

3. Fashion Show (Great Lounge, 1:30-2:30 pm)

STAGE as for Orchestra
Piano to right of Stage, w/mic if possible
Podium for Speaker – on Stage, Right side
Microphone (near or on top of Podium)
Steps to Stage for Models if possible – to Left of Stage
(Models will also walk among the crowd for better views, as time permits)
AT 2:30: Reset Room for Tea Dance/Lesson, #5 below

4. Dance Lesson (**Great Lounge**, 3:00 p.m. to 3:45pm.)

Stage Setup as on Band Contract (for 4), clear floor in front of stage
One 3-prong plug for speaker; she will bring mic, amp, boom box

5. Tea Dance Program (4:00 p.m. to 5:15, Great Lounge, Sat. and Sun.)

Stage Setup as on Band Contract (for 4), clear floor in front of stage
NOTE: Should have Hotel person on duty to assist with setup, sound issues

6. Grand Ball Event (**Great Lounge**, 8:00 p.m. to 11:00 pm)

Stage Setup as on Band Contract
As much clear dance floor as possible
Seating, tables as last year – around perimeter
Bar service per YCS

TUESDAY, March 23, 2004

1. Vintage Records - **Great Lounge**, 9:00-10:15 am

1 microphone (w/stand, for speaker and antique record player)
1 6' or 8' banquet table, skirted (to display sheet music covers)
[Not sure of position in room -- ?]

2. Social History Lecture (**Tudor Room**, 10:30-11:15 am)

Podium for Speaker (or tall cocktail table)
Microphone (near or on top of Podium)
Carousel Projector with Clicker for Speaker to choose slides
Screen

SIGNAGE:

Each program should have a sign on an easel in or near the program area. In addition, one sign promoting the entire event schedule should go on an easel in the lobby area. Official program titles and descriptions on separate document.

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VINTAGE DAYS AT THE AHWAHNEE 2004 LECTURES

Vintage Records: Music for a Modern Age

Slimm Buick

Monday 3/22, 9-10:15am, Great Lounge

Tuesday 3/23, 9-10:15 am, Great Lounge

Music changed during the Art Deco Era, bringing into the mainstream the influence of Black American with their jazz rhythms, while new technology enabled people to enjoy professional performances at home through the magic of sound recording. In this program, vintage records will be played on a vintage Victrola, accompanied by comments on the music being played, and a display of period sheet-music artwork. Records and commentary courtesy of collector Slimm Buick, aided by Jessica Buick.

Lecture: The Ahwahnee in an Art Deco Era Context

Michael Crowe

Monday 3/22, 10:30 am, Tudor Room

With the increase in personal wealth during the 1920s, hoteliers and the National Park Service realized that they were not capturing the expanding high-end recreation market with their existing Spartan facilities. A movement began to create grand lodges in the National Parks, using the latest engineering technology coupled to the latest trends in art and architecture. The result combined the Art Deco Era's love for simplicity with a sophisticated sense of the rustic and an appreciation of American Indian art motifs. Slides and narrative will bring this era to life. Slide lecture by Michael Crowe, former architectural historian for the NPS and founder of the Art Deco Society of California.

Fashion Show: Three Decades of Deco

Deborah Rush/Cherie Oliver

Monday 3/22, 1:30 pm, Great Lounge

The Art Deco Era spanned three decades: the Twenties Boom, the Thirties Depression and the Forties War-Years. Changing roles in American society during this period can be seen through a comparison of vintage fashions. An exploration of the era's social history will be illustrated by selections from one of the country's finest private collections of vintage clothing. Presented by collector Deborah Rush, narrated by Art Deco Society President Cherie Oliver.

Dance Lesson: The Twenties Terpsichore

Cynthia Glinka

Monday 3/22, 3:00 pm, Great Lounge

This will be a great opportunity for audience participation, a dance lesson featuring the flapper's favorites: Foxtrot, Charleston and Tango. Art Deco Society members in vintage/repro clothing will be glad to dance with guests to encourage participation. Those who do not dance can still learn and enjoy by listening and watching! Taught by the San Francisco Bay Area's premiere vintage dance hostess, Cynthia Glinka.

Lecture: The Deco Dandy

Alice Jurow

Tuesday 3/23, 10:30 am, Tudor Room

One of history's most profound and fascinating changes in women's social roles and self-image took place in the 1920s. Women entering the heretofore masculine worlds of sports and work adapted men's fashions, activities and attitudes, blurring sex roles with great consciousness, confidence and élan. Lecturer Alice Jurow has addressed this topic to audiences worldwide.

ADSC AHWAHNEE 2004 VINTAGE MUSIC AND DANCE EVENTS

Dinner Music

Tom Bopp and Ann Gibson

Sunday, 3/21, 6:00-9:00, Dining Room

Yosemite songman Tom Bopp is joined by elegant Bay Area singer Ann Gibson in recreating the classic songs of the Art Deco Era. A perfect accompaniment to dinner at the Ahwahnee!

Speakeasy

Sara & Swingtime & Friends

Sunday, 3/21, 7:00-11:00, Ahwahnee Bar

Singer/pianist Sara Klotz de Aguilar knows some offbeat songs, as well as all the standards – and so do her friends, who will drop by throughout the evening to add to the musical festivities. Join us as we drink 'tea' and jam with Sara! (Password required!)

Tea Dance

Royal Society Four

Monday 3/22, 4:00-5:15 pm, Great Lounge

Wear your tea frock or cocktail dress and enjoy a spirited afternoon dance with some great 1920s music from an excellent small ensemble – or come casual to just look and listen! The tea dance is an early 20th Century tradition that is still fun today!

Grand Art Deco Ball

Royal Society Jazz Orchestra

Monday 3/22, 8:00-11 pm, Great Lounge

"It's just like being in a movie!" One of the best-known jazz orchestras in the country plays authentic arrangements of the great tunes of the 1920s, 30s and 40s. Featuring a floor show by the lovely and lively Deco Belles – Busby Berkeley comes to Yosemite at last! Art Deco denizens will be wearing their finery: long gowns, furs and glittering jewels for the ladies; for the gents, black or white tie – tuxedo or Fred Astaire's "top hat, white tie and tails." A truly glamorous evening in one of the most spectacular settings anywhere! Be a part of it – or just drop in for a glimpse!

*Lectures and Events Produced by The Art Deco Society of California
415.982.DECO www.art-deco.org*

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**PROGRAM SCHEDULE - VINTAGE DAYS AT THE AHWAHNEE 2004
With the Art Deco Society of California**

<u>TIME</u>	<u>EVENT</u>	<u>WHERE</u>	<u>WHO</u>
<u>Sunday, 3/21/04:</u>			
4:00	Arrival/check-in		
5:30-6:30	Vintage Days Reception	Solarium	Tom Bopp
6:00-9:00	Art Deco Dinner	Dining Room	Tom/Theresa
7:00-11:00	Speakeasy	Hotel Bar	Sara & Friends
<u>Monday, 3/22/04:</u>			
9:00-10:15	Vintage Records	Great Lounge	Slimm/Jessica
10:30-11:30	Ahwahnee in Art Deco Context	Tudor Room	Michael Crowe
1:30-2:30	Fashion: 3 Decades of Deco	Great Lounge	Cherie/Deborah
3:00-4:00	Dance: 20s Terpsichore	Great Lounge	Cynthia Glinka
4:00-5:00	Tea Dance	Great Lounge	Royal Society 4
8:00-11:00	Grand Art Deco Ball	Great Lounge	RSJO, Deco Belles
<u>Tuesday, 3/23/04:</u>			
9:00-10:15	Vintage Records	Great Lounge	Slimm/Jessica
10:30-11:30	Lecture: The Deco Dandy	Tudor Room	Alice Jurow
12:00	Lunch w/Music (OPTIONAL)	Dining Room	Tom Bopp
12:00 & 2:00	Hotel History Tours	Lobby/Hotel	Staff
3:30	Leave for Home		

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Bopp – Name-change

From: Tom/Diane Bopp
To: Deb Collins
Sent: Saturday, November 13, 2004 3:44 PM
Subject: Ahwahnee Holidays

Hi Deb:

Been thinking about an alternative name for "Vintage Days" and here's my two-cents worth:

How about:

THE AHWAHNEE HOLIDAYS

Elegant, simple, direct. It's appropriate, too, as it is the only "holiday" event that actually celebrates all that The Ahwahnee represents: the connection of human history and culture with Yosemite (the implication is that this is the flagship of the various other Ahwahnee Holidays). An alternative might be:

THE AHWAHNEE HERITAGE HOLIDAYS

To me, this flirts a little close to dry, trite titles for such events, like "Cultural Heritage Days" -- but it is a bit more descriptive without being restrictive in our scope. It would probably end up being shortened to "Heritage Holidays" which you may or may not like.

One thing that might need to be avoided with the former title is getting too many "AHWAHNEEs" mixed up in the publicity texts, for example: "The Ahwahnee Hotel presents The Ahwahnee Holidays at The Ahwahnee Hotel..." but I suspect our PR writers can get around that.

-- Tom Bopp

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Bopp – Name-change & expansion of concept

>>> "Tom/Diane Bopp" 12/20/04 11:12AM >>>

Hi Deb:

After a couple weeks of brainstorming (and brain drizzling) on an alternative for "Vintage Days," the best choice remains

THE AHWAHNEE HERITAGE HOLIDAYS

It just holds up under all kinds of barrages:

- 1) Ties into "Holidays" motif
- 2) Maintains elegance in its language
- 3) Stands up to the K.I.S.S. (Keep It Simple Stupid) test
- 4) Best describes what the event currently is
- 5) Best describes what the event could become

"The Ahwahnee Heritage Holidays" may encompass every aspect of Yosemite's cultural heritage from the Indians to the present. And that will hold up with the NPS mission to "preserve the cultural resources in the National Park System."

What "heritage" does The Ahwahnee represent?

-
- 1) The heritage of the time in which The Ahwahnee was conceived -- The Art Deco Era
 - 2) The heritage from which The Ahwahnee was designed -- Indian culture
 - 3) The heritage of the times through which The Ahwahnee has endured -- Everything from 1927 to now!
 - 4) In other words, the heritage of every cultural practice in Yosemite's history

"The Ahwahnee Heritage Holidays" describes our current event (music, fashion, and dance as once practiced in Yosemite), and would describe additional events, for example:

"THE AHWAHNEE HERITAGE HOLIDAYS -- 1900"

Return to the turn of the last century to the days of Ragtime, stagecoaches, the two-step, bustles, and The Strenuous Life! Meet Teddy Roosevelt, dance "The Grizzly Bear," and find out why The Firefall was such hot stuff!

--or--

"THE AHWAHNEE HERITAGE HOLIDAYS -- 1880"

Life before The Ahwahnee? Snuggle by the great fireplace while Yosemite's pioneers come to life -- up close and personal! You'll meet John Muir, hotelier James Hutchings and his feisty daughter Florie, Presidents Grant and Hayes, Lily Langtry, Diamond Jim Brady. What to wear? A colorful fashion show will acquaint you with the latest (19th-Century) offerings from the east coast and Paris! And music? Everything from Muir's favorite, Robert Burns, to the finest quadrille ensembles and brass bands in California! We'll even teach you the dances! Come one, come all!

--or--

"THE AHWAHNEE HERITAGE HOLIDAYS -- 1945"

Swing! Jitterbug! Classical music -- ? Yes! It was all part of The Ahwahnee, and then came The War. Meet some of the men and women who were stationed here when The Ahwahnee served our nation as a Naval Hospital. And dance to the music of the time with a re-creation of the dance orchestras that actually performed in The Ahwahnee Ballroom. Of course we'll have a fashion show, and lots of nostalgia.

--etc--

--Tom Bopp

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Program for The Ahwahnee Heritage Holidays 2005

<u>TIME</u>	<u>EVENT</u>	<u>WHERE</u>	<u>WHO</u>
Sunday, 3/13/05:			
5:00 – 6:00pm	Opening Reception w/ Music	Solarium	Tom Bopp Janet Klein
6:00 –9:30pm	Music accompanying normal dinner	Dining Room	Tom Bopp [Ann Gibson?]
7:00-10:00pm	Speakeasy Musical Performance	Great Lounge	Janet Klein & Her Parlor Boys

Monday, 3/14/05:

10:00-11:00am	Lecture: TAP	Great Lounge	Rusty Frank
11:00-12:00 noon	Historic Tour of Ahwahnee	Tudor Lounge	Staff
1:30-2:30pm	Dance Instruction	Great Lounge	Jane Barnes
2:30-4:30pm	Tea Dance (w/ no-host bar)	Great Lounge	Royal Society Five
5:30pm-9:30 pm	Gala Dinner w/historic menu, vintage music, and interpretive commentary between courses on menu (Chef Sheehan), and Ahwahnee History (Julie Miller)	Dining Room	Tom Bopp & Friends Sara Klotz de Aguilar Ann Gibson/Frederick Hodges Tom Bopp & Friends Julie Miller Chef Sheehan
5:30 - 11:00pm	Speakeasy Musical Performance	Indian Bar	Ann Gibson/Frederick Hodges Tom Bopp & Friends Sara Klotz de Aguilar & Friends Tom Bopp & Friends

Tuesday, 3/15/05:

10:00-11:00am	Lecture: Vintage Weddings	Great Lounge	Laurie Gordon
11:00-12:00 noon	Viewing "Great Lodges" video		
2:00 – 3:00pm	Fashion Show: Sierra Honeymoon	Great Lounge	Cherie Oliver, lecturer Deborah Rush's Fashions of Yesteryear, w/Tom Bopp music
5:00-7:00	Deco Belles Rehearsal	Great Lounge	Deco Belles
8:00 – 11:00pm	Grand Ball and dance performance by the Deco Belles	Great Lounge	Royal Society Jazz Orchestra Deco Belles

34**Program for The Ahwahnee Heritage Holidays 2006**

<u>TIME</u>	<u>EVENT</u>	<u>WHERE</u>	<u>WHO</u>
Sunday, 3/5/06:			
6:00 - 7:00pm	Opening Reception w/ Music	Solarium	Tom Bopp Janet Klein
5:30 –9:30pm	Music accompanying normal dinner	Dining Room	Tom Bopp [Ann Gibson?]
7:00-10:00pm	Speakeasy Musical Performance	Great Lounge	Janet Klein & Her Parlor Boys
Monday, 3/6/06:			
10:30-12:00am	Movie: My Favorite Wife	Winter Club Room	Laurie Gordon
1:30-2:30pm	Historic Tour of Ahwahnee	Tudor Lounge	Staff
1:30-2:30pm	Dance Instruction: Swing	Great Lounge	Rusty Frank
2:30-4:30pm	Tea Dance (w/ no-host bar)	Great Lounge	Royal Society

6:30pm-8:30 pm	Gala Dinner w/historic menu, vintage music, and interpretive commentary between courses on menu (Chef Sheehan), and Ahwahnee History (Julie Miller)	Dining Room	Tom Bopp & Friends Sara Klotz de Aguilar Ann Gibson/Frederick Hodges Tom Bopp & Friends Julie Miller Chef Sheehan
5:30 - 11:00pm	Speakeasy Musical Performance	Ahwahnee Bar	Ann Gibson, Frederick Hodges Sara Klotz de Aguilar, Tom Bopp & Friends
Tuesday, 3/7/06:			
11:00-12:00 noon	Lecture: The Story of Swing	Great Lounge	Rusty Frank
2:00 – 3:00pm	Fashion Show: Ladies of Fashion Visit Yosemite	Great Lounge	Cherie Oliver, lecturer Deborah Rush's Fashions of Yesteryear, w/Tom Bopp music
4:00-5:00	Deco Belles Rehearsal	Great Lounge	Deco Belles
5:30 –8:00pm	Music accompanying normal dinner	Dining Room	Tom Bopp [Ann Gibson?]
8:00 – 11:00pm	Grand Ball and dance performance by the Deco Belles	Great Lounge	Royal Society Jazz Orchestra Deco Belles

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Program for Yosemite Heritage Holidays 2007

Sunday, March 4

3:00-4:00 p.m.	Historic Ahwahnee Tour (sign up at Concierge Desk)
5:30-6:30 p.m.	Welcome reception with music by Tom Bopp and Janet Klein in The Ahwahnee Dining Room
6:30-9:30 p.m.	Vintage music featuring Tom Bopp accompanying normal service in The Ahwahnee Dining Room
7:00-10:00 p.m.	Speakeasy musical performance in The Ahwahnee Bar, featuring Janet Klein & Her Parlor Boys

Monday, March 5

10:00-11:00 a.m.	The Western Movie 1903-1953 – Karie Bible (film clips/lecture) in the Great Lounge
11:00-12:00 noon	Will Rogers Remembers – Chuck Kovacic (performance/Q&A) in the Great Lounge
1:00-1:45 p.m.	Dance Instruction A: Deco Dance Basics – Cherie Oliver in the Solarium
2:00-2:45 p.m.	Dance Instruction B: Beginning Western Swing – David Yearsly and Elizabeth Howland in the Great Lounge
3:00-5:00 p.m.	Tea Dance featuring Lost Weekend Western Swing Band in the Great Lounge

6:30-9:30 p.m. Five-course Gala Dinner in The Ahwahnee Dining Room, with 1920s-themed menu, interpretive program, and period musical performances by Tom Bopp, Sara Klotz de Aguilar, Frederick Hodges and Ann Gibson

5:30-11:00 p.m. Speakeasy musical performance in The Ahwahnee Bar, featuring Tom Bopp, Sara Klotz de Aguilar, Frederick Hodges and Ann Gibson & more

Tuesday, March 6

9:45-10:45 a.m. Yosemite Campfires – Tom Bopp (performance/lecture) in the Great Lounge

11:00-12:30 p.m. Western History Panel: Michael Duchemin (Gene Autry Center for the American West), Jonathan Bayless, Chief Curator, Dean Shenk, Interpreter and Charles Palmer, Park Historian (National Park Service), moderated by Julie Miller (DNC) in the Great Lounge

1:00-2:00 p.m. Historic Ahwahnee Tour (sign up at Concierge Desk)

2:00-3:00 p.m. Fashion Show: “The Way Out West,” with Cherie Oliver in the Great Lounge

4:00-5:00 p.m. Deco Belles Rehearsal in the Great Lounge

5:30-8:00 p.m. Vintage music featuring Tom Bopp accompanying normal service in The Ahwahnee Dining Room

8:00-11:00 p.m. Heritage Holiday Grand Ball, with live music by the Royal Society Jazz Orchestra and performances by the Deco Belles in the Great Lounge

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Yosemite Heritage Holidays - Schedule of Events	
Sunday, March 2nd	
5:30-7pm	Welcome reception with music by Tom Bopp and Janet Klein in The Ahwahnee Solarium <i>Join us for wine, hors d'oeuvres, music, and good company.</i>
6:30-9:30pm	Vintage music by Tom Bopp accompanying normal service in The Ahwahnee Dining Room <i>Singer/pianist & Heritage Holidays co-director Tom Bopp has entertained Yosemite guests since 1983.</i>
7-10pm	Speakeasy musical performance in The Ahwahnee Bar, featuring Janet Klein & Her Parlor Boys <i>Janet Klein and her first-rate band revive the best of novelty and naughty songs from the Art Deco era.</i>
Monday, March 3rd	
9-11am	Movie: “Second Fiddle” (1939); Sonja Henie, Tyrone Power, Rudy Vallee – hosted by Tom Bopp in the Winter Club Room <i>It all started with Sonja Henie. Lose yourself in this delightful movie, and you’ll want to join the ice-skating craze that gripped California and the nation in the 1930s.</i>

11am-noon	<p>“From Ash-can Lids to Telemarks: History of The Yosemite Winter Club” with Gretchen Stromberg & Kirstie Kari of the Yosemite Winter Club. In the Winter Club Room.</p> <p><i>The Yosemite Winter Club was formed in 1928 to promote winter sports and to bid for the 1932 Winter Olympics. See newly rediscovered footage from the late 1920s – you may just want to join the Club!</i></p>
Noon-1pm	<p>Historic Ahwahnee Tour – Meet at the Concierge Desk</p> <p><i>Join a DNC Interpretative expert on a walk through The Ahwahnee’s rich history.</i></p>
12:30-2:00pm	<p>Ice Frolic with Gayle Delaney at the Curry Ice Rink – CLOSED EVENT for Heritage Holidays package participants only (tickets provided at guest check-in)</p> <p><i>U.S. Figure Skating Gold Medalist Gayle Delaney will Skate a Sonja Henie style program, teach you the joy of gliding on the ice. Learn to twirl and spin, in pairs and/or separately. Bring in-line wrist guards and a padded hat to avoid the most common ouches of early forays onto the ice!</i></p>
1-1:45pm	<p>Dance Instruction A: Deco Dancing 1-2-3; Foxtrot – Cherie Oliver in the Great Lounge</p> <p><i>Beginners or Refreshers, start from square-one and strut right into the Tea Dance with the confidence of a pro! Cherie is a delightful and entertaining dancer and instructor.</i></p>
2-2:45pm	<p>Dance Instruction B: Deco Dancing 1-2-3; Waltz – in the Great Lounge</p> <p><i>Don’t forget the Grand Ball tomorrow night! Brush up your Waltz!</i></p>
3-5pm	<p>Tea Dance in the Great Lounge with Don Neely’s Royal Society Sextet with Carla Normand</p> <p><i>World-class musicians and ballroom, incomparable setting, fine wines and, yes, tea! Not to miss!</i></p>
6:30-9:30pm	<p>5-course Gala Dinner in The Ahwahnee Dining Room – classic Deco-era menu, vintage music live at the ‘27 Steinway with Tom Bopp, Ann Gibson, Frederick Hodges & Sara Klotz de Aguilar</p>
5:30-11pm	<p>Speakeasy musical performance in The Ahwahnee Bar – same performers listed above for the Gala Dinner, with an incomparable Jam Session starting at 9:30 pm.</p> <p><i>Premier Bay Area singer/pianist Sara Klotz de Aguilar, vintage-style vocalist Ann Gibson & scintillating pianist Frederick Hodges, our own Tom Bopp, and who-knows-who when the Jam begins!</i></p>
Tuesday, March 4 th	
10:00-11:30am	<p>“Ahwahnee Winter Ritual: History of the Bracebridge Dinner” with Andrea Fulton, Producer of the Bracebridge Dinner. In the Great Lounge.</p> <p><i>Learn about this world-famous event from the one who runs it every year. DON’T MISS THIS!!!</i></p>
11:30am-12:30pm	<p>“Vintage Songs Of Yosemite – A Celebration of Yosemite’s Pop Cultural History” with Tom Bopp in the Great Lounge.</p> <p><i>Relive the Fire Fall, rare music, film and images from Yosemite’s past – and some vintage ski songs!</i></p>

12:45pm-1:45pm	Historic Ahwahnee Tour – Meet at the Concierge Desk <i>Missed yesterday's tour? Crave a second chance? Here it is!</i>
2-3pm	Vintage Fashion Show: “Winter In Yosemite” with Cherie Oliver & Fashions Of Yesteryear. In the Great Lounge <i>See who came here during Yosemite's most challenging season, how they lived, what they did and what they wore. Produced and narrated by Cherie Oliver, ADSC Event Advisor and co-producer of Heritage Holidays, with clothing from the collection of Deborah Rush and Fashions of Yesteryear.</i>
4:00-5pm	Deco Belles Rehearsal in the Great Lounge <i>Under the direction of Laurie Gordon, get a sneak-preview of this eye-popping dance-troupe's dazzling routine to be given in full-flower during tonight's Grand Ball.</i>
5:30pm	Vintage music by Tom Bopp to 8pm – normal dinner service in The Ahwahnee Dining Room
8-11pm	Heritage Holiday Grand Ball, with live music by Don Neely's Royal Society Jazz Orchestra with Carla Normand, including a special performance by the Deco Belles – in the Great Lounge.

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2009 Heritage Holidays Schedule of Events

Sunday, March 1	
5:30-7pm	Welcome reception with music by Tom Bopp and Janet Klein in the Solarium. <i>Join us for wine, hors d'oeuvres, music, and good company.</i>
6:30-9:30pm	Vintage music by Tom Bopp accompanying normal service in The Ahwahnee Dining Room <i>Singer/pianist & Heritage Holidays co-director Tom Bopp has entertained Yosemite guests since 1983.</i>
7-10pm	Speakeasy musical performance featuring Janet Klein & Her Parlor Boys in The Ahwahnee Bar <i>Janet Klein and her first-rate band revive the best of novelty and naughty songs from the Art Deco era.</i>
Monday, March 2	
9:30-10:20am	“State Guardians of Yosemite – The First Park Rangers” in the Great Lounge <i>Ranger Mike Lynch & Char Wilson (granddaughter of Yosemite trailbuilder Gabriel Sovulewski).</i>
10:30am-11:30am	“Vintage Music of WWI, with The Doughboy Revue” in the Great Lounge <i>Singer Ann Gibson & pianist Frederick Hodges with music that lifted the spirits of America.</i>
Noon-1pm	Historic Ahwahnee Tour – Sign up in advance at the Concierge Desk (due to limited space, be sure to sign up early if you want to join the tour!) <i>Join a DNC Interpretative expert on a walk through The Ahwahnee's rich history.</i>

12:30 - 2pm	Ice Frolic with Gayle Delaney at the Curry Ice Rink – private event (weather permitting!) <i>U.S. Figure Skating Association Gold Medalist Gayle Delaney will skate a Sonja Henie style program, and teach you the joy of gliding on the ice in pairs and/or separately. Bring in-line wrist guards and a padded hat to avoid the most common ouches of early forays onto the ice!</i>
1-2:30pm	Dance Instruction with Cherie Oliver – in the Great Lounge <i>Beginners or Refreshers, start from square-one and strut right into the Tea Dance with the confidence of a pro! Includes one-step/tango from 1915, swing from 1940.</i>
3-5pm	Tea Dance in the Great Lounge with Don Neely’s Royal Society Sextet with Carla Normand <i>World-class musicians and ballroom, incomparable setting, fine wines and, yes, tea - and you can learn new steps from one of our "taxi-dancers"!</i>
6:30-9:30pm	5-course Gala Dinner in The Ahwahnee Dining Room – classic Deco-era menu, live vintage music with Tom Bopp, Ann Gibson, Frederick Hodges & Sara Klotz de Aguilar
5:30-11pm	Speakeasy musical performance – same performers listed above for the Gala Dinner, with an incomparable Jam Session starting at 9:30 pm. in The Ahwahnee Bar <i>Premier Bay Area singer/pianist Sara Klotz de Aguilar, vintage-style vocalist Ann Gibson & scintillating pianist Frederick Hodges, our own Tom Bopp, and who-knows-who when the Jam begins!</i>

Tuesday, March 3	
8:30-10am	Movie: Vintage Songs Of Yosemite – The DVD – in the Great Lounge <i>With filmmaker Tom Bopp</i>
10am-Noon	“The Ahwahnee Naval Hospital in WWII – A History & Reminiscence” in the Great Lounge <i>WWII Navy Veterans share their stories, memories and images of a singular bit of Yosemite history with NPS historian Pat Chapin.</i>
12:30-1:30pm	Historic Ahwahnee Tour – Sign up in advance at the Concierge Desk (due to limited space, be sure to sign up early if you want to join the tour!) <i>Missed yesterday’s tour? Crave a second chance? Here it is!</i>
2-3pm	Vintage Fashion: “Rangers in Paradise: Yosemite Guardians 1890-1950 – Great Lounge. <i>Presented by Cherie Oliver, ADSC Event Advisor and co-producer of Heritage Holidays, with period ladies’ clothing from the collection of Deborah Rush’s Fashions of Yesteryear and uniforms from the private collections of Bay Area Military History Recreation Society members.</i>
4-5pm	Deco Belles Rehearsal in the Great Lounge <i>Under the direction of Laurie Gordon, get a sneak-preview of this eye-popping dance-troupe’s dazzling routine to be given in full-flower during tonight’s Grand Ball.</i>
5:30-8pm	Vintage music by Tom Bopp – during normal dinner service in The Ahwahnee Dining Room

8-11pm

Heritage Holiday Grand Ball in the Great Lounge. *With live music by Don Neely's Royal Society Jazz Orchestra with Carla Normand, including a special performance by the Deco Belles – Break out your finest for this truly gala event!*