

2018 Enlightenment Awards Program

**Sacramento
Historical
Society**



26 June 2018

Masonic Temple

**1123 J Street,
Sacramento, CA**

Sponsors



CALIFORNIA STATE
RAILROAD MUSEUM
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2018 Enlightenment Awards

History is the bedrock of education, sciences, art, and progressive social advancement. Our future begins by embracing and respecting our history. The Sacramento Historical Society is honored to bring you the “Sacramento Enlightenment Awards” celebrating regional historical organizations and recognizing and honoring their dedicated personnel who strive with their lives to enshrine Sacramento on the global map.

In the 19th Century United States, going west meant that all roads led to Sacramento. The Jedediah Smith Trail, California Trail, Pony Express Mail, first Transcontinental Telegraph Line, Transcontinental Railroad, and Lincoln Highway, all came to, or through, Sacramento since 1828. As the destination city from the Gateway Arch, or of I-80 from New York City or Chicago, Sacramento is the Statue of Liberty’s symbolic “lamp by the golden door”, that boldly enabled Lincoln’s “New Birth of Freedom”, while still today 190 years after Jedediah Smith, embracing the wretched refuse of teeming shores, the tired, poor, huddle masses, and the homeless.

Tonight we are proud to honor Sacramento’s Masonic Order, the California State Railroad Museum and Foundation, Preservation Sacramento, Sacramento Heritage, Sacramento Historical Society, and Tower Records. We will highlight a sample portion of the achievements of each of the individuals during this evening’s event.

Freemasons



Freemasonry is the world's first and largest fraternal organization. Masonry is based on the belief that each man has a responsibility to help make the world a better place. Through the Freemason culture of philanthropy they make a profound difference for their brothers, families, communities, and future. Masons find satisfaction in being part of a centuries-old fraternity whose traditions and core values are relevant today, and will endure for centuries to come.



The Sacramento Masonic Temple, completed in 1918, is considered one of the most intact century old architectural period pieces in Sacramento. In 2001, the building was listed on the National Register of Historic Places.

John Lilburn Cooper III

Past Grand Master of Masons in California (2013-2014)



John L. Cooper III served as grand secretary of the Grand Lodge of California from 1991 through March 2008. He was raised

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in 1964 and is a past master of the James A. Foshay Lodge No. 641 (now Culver City-Foshay Lodge No. 467), Southern California Research Lodge No. 1005, and the Northern California Research Lodge No. 1003. He has served on several Grand Lodge boards and committees, including the Masonic Homes of California, California Masonic Memorial Temple, Masonic Formation, and Masonic Education.

Cooper's association with Freemasonry began in 1958 when he became a member of Fullerton Chapter of the Order of DeMolay. He served as master councilor in 1961 and then as senior councilor of Southern California DeMolay in 1962. He holds the Chevalier Degree and the Active DeMolay Legion of Honor, and is an honorary member of the International Supreme Council. He is an advisor for San Francisco Chapter of DeMolay.

Interest in the historical aspects of Freemasonry led Cooper to the York and Scottish Rites, where he has received the Knight of the York Cross of Honor, the Distinguished Service Medal in Silver from the General Grand Chapter of Royal Arch Masons, the rank of Knight Commander of the Temple in the Grand Encampment of Knights Templar and the Inspector-General Honorary of the 33rd degree of the Scottish Rite.

He was Master of both Northern and Southern California Research Lodges, and is currently serving as president of the Philaethes Society, the oldest and largest Masonic research organization in the United States. He is renowned as a brilliant author and speaker.

Joseph Kouassi Dongo

Past Master of Washington Lodge No. 20 (2010, 2012)



Joseph Dongo has been a very active Freemason since 1998, and is currently serving as Secretary of the Sacramento

Chapter of Royal Arch Masons and Sacramento Council of Cryptic Masons, as well as Recorder of the Sacramento Commandery of Knights Templar.

He is a 32° Degree Mason currently serving as Venerable Master of the Lodge of Perfection of the Scottish Rite of Freemasonry, Valley of Sacramento.

Dongo is well known for his dedication and rigorous labor in many aspects of both York Rite and Scottish Rite bodies. He works as Special Projects Program Manager at Caltrans.

California State Railroad Museum & Foundation



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The California State Railroad Museum and Foundation are dedicated to protecting and sharing California's railway heritage by literally bringing railway history to life. Both the Foundation and State Parks provides the needed

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financial and staff resources to manage the over 225,000 square feet of showcased exhibits and beautifully restored railroad cars and locomotives which illustrate railroad history in California and the West, the current center piece of which is the California State Railroad Museum in Old Sacramento.

They also co-manage and operate the Sacramento Southern Railroad offering excursion train rides along the Sacramento River from Old Sacramento each weekend. They are currently working on extension of the train ride to the Sacramento Zoo. This is a scenario where both the public and the private sector work so well together that a powerful team emerges to imagine a bright new future in the historic Sacramento Railyards.

The nationally historic Central and then Southern Pacific Railyard Boiler and Erection Shops held over 40 national engineering patents on products associated with improving steam power and railroad operating equipment. Aside from being the largest industrial complex west of the Mississippi River for over a decade, these Sacramento Shops were a wellspring of mathematics, science, technology, engineering, art, and mathematics, (AKA STEAM) all cornerstones of both enlightenment and contemporary educational principles improving humanity.

Paul A. Helman

*California State Railroad Museum
Docent and Community Volunteer*



Paul Helman was raised in the Southern California town of Colton, the son of three generations of local community

supporting merchants. Paul has been married to Nancy for over 47 years, they have two children, son Gabriel and daughter Amanda and four Grandchildren. Paul attended the University of California, Santa Barbara where he graduated with a degree in Chemical Engineering in 1970. That year Paul began a 32-year career with the Procter and Gamble Company, most of which was at the company's manufacturing facility in Sacramento. Paul held a number of varied positions at the plant, from Shift Team Coach, Total Quality Consultant to Site Power and Control Systems Manager.

Since 2002 Paul has been a volunteer Docent at the California State Railroad Museum. In his time at the CSRM Paul has worked over 10,500 hours. He has split his time as an interactive explainer on the Museum floor, a Brakeman on the weekend excursion rides and mid-week yard moves on the railroad operated by the CSRM, known as the Sacramento Southern Railroad and as a qualified Signal Maintainer that tests and certifies the highway grade crossings used by the excursion railroad. He is also a full participant in the newly adopted museum Strategic Plan which will further

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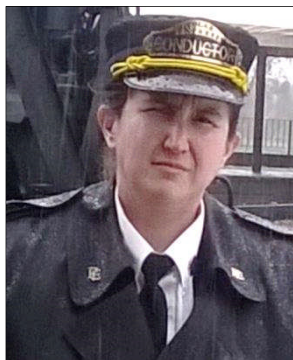
position that world-class facility in the Sacramento landscape.

In 1985, Paul was honored with the Silver Beaver Award from the Golden Empire Council-Boy Scouts of America, a Board Resolution from SMUD in 1998 for his work helping establish the Commercial and Industrial Customer Electrical Reliability Forum and honored with the California State Railroad Museum's Ed Kahl Award in 2006 and the California Poppy Award in 2011 for his Docent service to the museum. Paul has also donated over 40 gallons to the local blood supply through the Sacramento Blood Source.

Paul retired in 2002 and he and Nancy enjoy travel, gardening and working on their Midtown Sacramento Victorian. Paul splits his volunteering time between the California State Railroad Museum and the Boy Scouts of America where he serves as a member of the local council executive board and was Council President in 2011-12.

Heather Kearns

*California State Railroad Museum
Docent*



Heather Kearns is a seasonal employee at the California State Railroad Museum as well as an extremely dedicated docent/volunteer participating in the

programs that support the operating railroad, the Sacramento Southern Railroad, at the

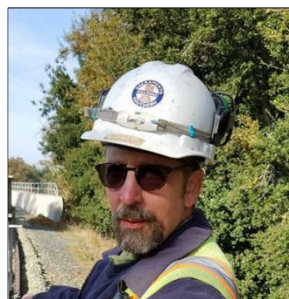
museum. Heather is a leader in the Maintenance of Way crew that provides service two nights per week and all-day Saturday performing the many and various tasks to keep the track and roadbed in working order. On just about any given Saturday you will find Heather with the crew using standard railroad maintenance of way equipment to level out the railroad rails, replace old wooden railroad ties with new one and tamp down the gravel roadbed.

Born in Provo, Utah, Heather has spent most of her life in Sacramento and has earned three degrees from American River College in Science, Technology and the Liberal Arts. She is currently, when not out on the main line fixing track, working on a Master's degree in Geology from Sacramento State University.

Heather began volunteering at the Railroad Museum 10 years ago and in addition to her Maintenance of Way duties she is also a Brakeman and Conductor on excursion railroad.

Richard Paul

*California State Railroad Museum
Docent. Manager, Sacramento Southern
Railroad Maintenance of Way*



Richard Paul joined the California State Railroad Museum (CSRM) as a volunteer docent in April, 2007.

Richard began volunteering in many capacities around the Museum including Docent Training

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Program Training-Facilitator and as a car-attendant on the Sacramento Southern Railroad (SSRR). He was later promoted up to brakeman and conductor. In 2008, he won the “Ed Kahl Award” as “CSRM docent of the year.

He later volunteered on the SSRR Maintenance of Way Program working on the railroad’s right of way which became his primary focus at CSRM. In 2010, Richard attended the “Railroad Track Inspection and Safety Standards Program” offered through the Center for Transportation Studies at the University of Tennessee, Knoxville, and qualified as a federally certified track inspector. By 2013, he was tapped to serve as volunteer co-manager of the Maintenance of Way Program and today serves as the manager of the program. In 2016, he received the SSRR’s top volunteer award, the “Charles ‘Mac’ McKeen Award.” Richard believes that the track maintenance programs are critical to the operation of the railroad. Although track maintenance is not the glamorous side of railroading and gets very little attention, Richard is often heard reminding folks, “No track, no trains.”

Richard is a fifth-generation Californian with a deep interest in the history of the Golden State. He graduated from the University of California at Berkeley in 1989 with a degree in history. In 1990, he was accepted into the Senate Fellows’ Program as part of the Masters in Public Administration Program at California State University, Sacramento. Richard has been an employee of the California State Senate since then as the minority consultant to the Senate Governmental Organization

Committee. He continues to work fulltime as a member of the Senate Staff as well as volunteer over a thousand hours annually at the CSRM. Volunteering with the CSRM and SSRR has given Richard the opportunity to fulfill a lifelong ambition of becoming a “railroad man.”

Mike Taylor

California State Railroad Museum Docent



Mike Taylor grew up on the San Francisco Peninsula a few blocks from the Southern Pacific Railroad tracks and became hooked on trains at a very early age. The tug of railroads, particularly railroad history, continued even as career interests developed. Mike attended Humboldt State College majoring in forestry and was blessed to meet Linda, his wife of 49 years there. They have two children, Jeff and Brian and two grandchildren. After Humboldt State Mike attended the University of Nevada at Reno and received a Master Degree in Hydrology in 1969. Following graduation, Mike began a 37 year career with the U.S. Forest Service working on the Los Padres, Klamath and Plumas National Forests as a hydrologist. Work included resource monitoring, recommending soil and water mitigation measures for numerous wildland management projects, aquatic habitat restoration, frequent fire assignments, and Forest Service representative during North

Fork and South Fork Feather River hydroelectric project relicensing.

Mike was a member of the California State Railroad Museum Fourth Docent Class completing training in December 1982 and was a member of the Sacramento Southern Railroad crew during the first season of museum excursion operation working as a Brakeman and Car Attendant. Participation in excursion railroad operations continued with current assignments as Engineer and Trainmaster. Mike also received the “Charles ‘Mac’ McKeen Award” for significant Sacramento Southern Railroad volunteer participation. As a Maintenance of Way volunteer Mike is responsible for the excursion railroad vegetation management program including pruning of vegetation encroaching on the railroad and application of herbicides to keep the track and immediate area free of vegetation. Mike has worked over 12,000 hours at the Railroad Museum.

Following retirement Mike participated several times as a volunteer on a trail crew sponsored by the Idaho Chapter of the Lewis and Clark Trail Heritage Foundation maintaining trails along the Lolo Trail Corridor on the Clearwater National Forest. Mike and Linda enjoy traveling and recently visited Iceland, Norway and Finland.

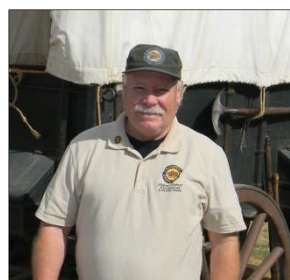


Sacramento Historical Society

The mission of the Sacramento Historical Society is to preserve the heritage of the Sacramento Region, promote greater awareness of regional history, act as a resource for inquiries regarding local history, and educate the public about the importance of local and regional history.

For more than 65 years, the organization has brought together people to share their lively interests. They offer informative publications, programs, and special events. The Society is a volunteer organization which on occasion, has advocated for the preservation of historical resources in the community. The greater Sacramento Region’s history is rich and complex. The Society’s activities not only raise awareness about the past, but also are lively and fun. The Sacramento Historical Society brings history to life and these folks have made that happen.

Steve Beck



Since 1997 Steve Beck has worked in a variety of positions at Sutter’s Fort State Historic Park. He was the archivist for the

Sacramento Historic Sites Association for

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several years and is still extensively involved with the Fort collections.

Beck has written several monographs on the history and anthropology of the Sacramento region, including articles about the Donner Party, Bear Flag Revolt, and the relationship between John Sutter and the Indigenous People of the Sacramento Valley. He has been a contributor in many books about the region.

Beck is frequently invited to speak on the subject of John Sutter, Sutter's Fort, and many topics related to the history, anthropology, and natural history of the Sacramento Valley. He has appeared on the History Channel, Discovery Channel, PBS, and the Sacramento Public Access Channel where he appears regularly on the show *Living in the West*.

In 2012 Beck was the recipient of a cable television WAVE award for a documentary on the Bear Flag Revolt. In 2013, he received the same award for a documentary on "The Donner Party," and was a 2014 finalist for a video about the "Birth of Sacramento City." He was the keynote speaker for the grand opening of the Bureau of Land Management's California Trail Interpretive Center in Elko, Nevada, and has given talks there on multiple occasions.

Beck has been a speaker at the Oregon-California Trails Association National Conventions. He was on a select panel of authors and historians for a seminar on John Sutter and His World at the John Muir Center, University of the Pacific. Finally, he is Historian for the California – Baden-Württemberg Sister State Organization.

Beck holds Bachelor of Science degrees in Anthropology and Geology from California State University Sacramento and a Bachelor of Arts Degree in Rhetoric from West Georgia State University.

Anita Clevenger



Anita Clevenger is the curator and manager of the Historic Rose Garden. Located in the Sacramento

Historic City Cemetery, the garden was founded in 1992 as a collection of rare and historic roses found in cemeteries, mining camps and historic homes from the Mother Lode and beyond. She has spent the past fifteen years working to improve and preserve its collection, educate people about its roses, and beautify and enhance the cemetery.

Anita had a 27-year career as a civilian Air Force Logistics Manager. She was chief of the closure planning division at McClellan AFB, and retired in 2001 as deputy director of Environmental Management. After retiring in 2001, she became a Sacramento County UC Master Gardener, and has earned "platinum" status for over 2500 hours of service. She writes the garden column for Inside Publications, serves as a trustee of the Heritage Rose Foundation and is a director of the Old City Cemetery Committee.

Under Anita's leadership, the cemetery garden has developed a devoted group of volunteers who tend the garden, propagate roses for fund-raising, conduct classes in old

roses and propagation and put on the annual Open Garden. To attract more volunteers, she initiated work parties, including the popular “Deadheading at Dusk.”

As part of the garden’s 20th anniversary celebration, Anita co-produced a documentary about the garden called “Cemetery Rose” and coordinated the speakers for a three-day rose preservation conference.

Anita constantly promotes the cemetery and its gardens, giving talks, administering Facebook sites, leading public and private tours, and taking displays of roses and information to a variety of events. She has written articles for national and international publications and arranges for well-known rose experts to speak in Sacramento.

Anita coordinated last year’s Lantern Tours, and will be doing so again this year. Anita also leads the Romance & Roses tours, which combine stories of people buried in the cemetery with rose lore and legend.

In Victorian times, the cemetery was a showplace where people came to visit their loved ones and the beauty of the plants that surrounded them. Anita and her fellow cemetery volunteers have made it destination once again, where gardens grace graves, time stands still and history lives.

The Historic Rose Garden has been recognized by two international awards, receiving the Rose Garden Hall of Fame Award from the Great Rosarians of the World in 2009, and the World Federation of Rose Societies’ Garden of Excellence Award in 2015.

Lois Dove



Though some may associate Lois Dove’s work with genealogy rather than history, her databases are vital to tracking those who created our history. And other databases she has

created, such as her first one on historic churches, and a later one on wagon train members, relate 100% to our historic figures.

Lois was born in Dunsmuir and by second grade moved to Roseville. She attended Heald Business College then worked at the Bank of America for 6 years, after which she married a fellow banker upon his return from WWII. She was a stay at home mother raising 2 children with involvement in the PTA, Girl Scouts, and various charities. After her kids graduated from high school she returned to work, this time at the Highway Patrol. She worked in an information archive doing filing and retrieval of information.

After retiring in 1982 she became serious about her family genealogy and joined Root Cellar. In this process she discovered lots of material in libraries, often hidden in boxes, that people were not aware of and she thought important, so she started indexing them with the attitude that “this would help somebody.”

1988 she started volunteering at the Old City Cemetery She has been associated with

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Root Cellar, Sacramento Genealogical Society for many years both as a member and an officer. She also was an active member and Historian of the Genealogical & Historical Council of Sacramento, which disbanded several years ago.

Everything she did was initially hand written followed by typing the data. She has worked on St. Joseph's and St. Mary's Cemetery records. She developed a dataset of Sacramento County deaths from 1850 to 1929, and is currently working on the 1930's. This death listing numbers about 1500 pages and is available on the internet.

Little has changed...she started recording data from microfilm, microfiche and paper records...however now she also accesses data through online databases. She accessed most of her data for the Wagon Train database from newspapers, but recalls the difficulties in that.

Knee surgery in 2016 slowed her down temporarily, at which time she concentrated on proofreading, but is back to transcribing. Most of her data has been available at no charge to researchers. She has sold only a very few items such as her WAGON TRAIN INDEX to a limited number of researchers, including the Bancroft library in Berkeley. A number of her publications are in the Library of Congress.

Lois recently turned 96, reflecting her own great genes – 10 relatives in her mother's family lived into their 90's.

Dr. Bob LaPerriere



Dr. Bob LaPerriere is a transplant from the Midwest; he was born in Michigan and lived in Chicago and the Minneapolis, Minnesota area. He graduated from the

University of Minnesota Medical School in 1966 and came to California to intern. He spent two years in Hawaii when he served in the United States Public Health Service. He did his dermatology residency at the University of California, San Francisco Medical Center and was a dermatologist with the Permanente (Kaiser) Medical Group in Sacramento from 1972 until his retirement in 1998.

He has been involved in Sacramento Area history for over 30 years. His numerous contributions have included serving as chair of the Sierra Sacramento Valley Medical Society Historical Committee, the Sacramento County Cemetery Advisory Commission and the Sacramento Area History Consortium – a group of approximately 40 historical organizations covering 6 counties, which he started about 20 years ago. He has also served as curator of the Sierra Sacramento Valley Medical Society Museum of Medical History since 2001.

He also serves on a variety of committees, including the Sierra Sacramento Valley Medical Society Editorial Committee, the Sacramento Area Museums Marketing and

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Leadership Committees, the Sacramento County History Day Committee and the Sacramento Pioneer Association Speaker Committee.

He also serves on the Board of Directors for the Sacramento Historical Society, the Sacramento History Alliance, the Old City Cemetery Committee, the East Lawn Advisory Committee and the American River College Funeral Program Advisory Committee.

Christina Richter



Christina Richter, of the Roseville Historical Society, in 2013 authored the biography of the Roseville

Fiddymont family titled “Walk With Me, I Want To Tell You Something”, and now is in her third term as President of the Roseville Historical Society. Her latest project is leading a partnership between the City of Roseville and the Roseville Historical Society that involves the restoration of the 1879 pioneer Fiddymont homestead property.

Christina began her career in the corporate world, working for both Hewlett-Packard and Nestle Food over a 15-year span. After moving from Southern to Northern California in 1997, her interests shifted to the Arts and non-profit pursuits. She first wrote for, and then became editor of, the Arts Council of Placer County’s “Perspectives” arts magazine. She was also the Executive Director of the Sacramento Philharmonic Orchestra, a KidsFirst

consultant, and Community Relations Manager for Barnes & Noble booksellers.

Christina and her husband live in Granite Bay in their 1960 mid-century modern home they moved into in 1997. Her undergraduate degree is in Business Management and she earned her MBA in 2003. She was chosen as student speaker for the graduate degree commencement ceremonies.

Pat Turse



Pat Turse has served as a past President of the Sacramento Historical Society. Pat joined the SHS Board in the early 2002. Her invaluable role as

SHS bi-monthly newsletter composer and editor was a clockwork cornerstone of timely organizational performance for 15 years. Last year she worked closely with Dan Winkelman, composing, editing and producing Sacramento Pioneers of Power and Light, and SHS Golden Note booklet, regarding the globally historic role of the Folsom Powerhouse, making Sacramento the largest electrical light illuminated city on the planet for 14 months in 1895/1896. Currently Pat spends her time traveling to distant shores.

She became interested in journalism while living in Boston, where she took a news writing course at Boston University and did some freelance feature writing. Later she landed a job writing and doing some layout for a weekly paper. Decades later, after

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relocating to Sacramento, she began publishing a newsletter from the Stanford Mansion, where she worked with CA State Parks.

She joined the SHS Board in the early 2000s and quickly assumed the vacant newsletter editor position until another very experienced editor, Jenan Saunders, agreed to take over last fall. Currently she spends a lot of time traveling to distant shores.

Preservation Sacramento



PRESERVATION SACRAMENTO

Preservation Sacramento is committed to a Sacramento where all citizens recognize the intrinsic value of historic sites and cherish them as a vital part of everyday life. They envision a Sacramento where citizens advocate for careful use of our diverse historic resources and understand the economic and social benefits of historic preservation. They strive to remind Sacramentans throughout the region of the value of our shared past, the ways in which it enriches our lives, and the irreplaceable legacy it provides our children.

Karen Jacques

Historic Preservation Advocate

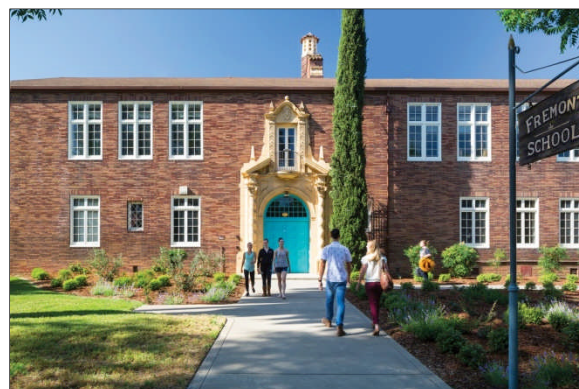


For over thirty years, Karen Jacques has been a preservation and neighborhood activist and resident of Midtown. She

loves Sacramento's old neighborhoods and historic buildings, and has rehabilitated nine historic buildings in the Central City, with her husband, doing most of the work themselves. She founded the Winn Park/Capitol Avenue Neighborhood Association in 1991, and served on the board of Sacramento Old City Association in the 1990s. Karen coordinated the Fainted Ladies Tour, a bus tour designed to call attention to old buildings in danger of demolition due to neglect, from 1994 to 2003. She then served on the City of Sacramento's Preservation Commission, including two years as chair, and the board of Sacramento Heritage Inc., before returning to the SOCA Board, now known as Preservation Sacramento. Karen's work and advocacy has guided city policy and inspired many fellow preservationists and activists to follow her example.

Richard Rich & Megan Wygant

E. Claire Raley Center for the Performing Arts



Better known as CLARA, the E. Claire Raley Center for the Performing Arts is housed in the historic Fremont School in

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midtown Sacramento. The project to convert an underutilized historic school into a collaborative organization of arts education organizations required the help of the City of Sacramento, Sacramento City Unified School District, the Raley-Teel family, and a group of Sacramento arts organizations, including the Sacramento Ballet, California Musical Theatre, and the Sacramento Opera and Philharmonic, coordinated by Richard Rich and Megan Wygant. Originally opened in 1921, Fremont Primary School served as an elementary and adult school. Utilizing the principles of adaptive reuse and creative collaboration between city, school, and nonprofits, the Fremont School has become a shared campus for multiple performing arts groups, with classrooms, performance spaces, and offices. The building also hosts musical and civic events in the former school auditorium.

Athol Wong

Friends of Capitol Mansions

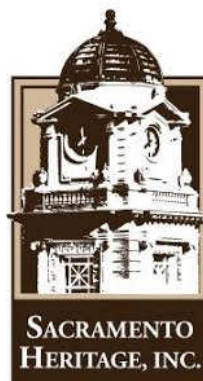


creation they have taken an active role in

Friends of Capitol Mansions is a neighborhood association founded in 2016, focused specifically on the Capitol Mansions historic neighborhood, in response to an infill proposal along Capitol Avenue. In the short time since their organization's

guiding and advocating for city policy regarding new infill housing in historic districts, focused on finding ways to fit new housing into existing neighborhoods without sacrificing the historic character of the district, and finding new ways to facilitate communication between residents, businesses, and community organizations in a mixed use neighborhood. Athol Wong, president of Friends of Capitol Mansions, has taken a leadership role in these efforts.

Sacramento Heritage Inc.



Sacramento Heritage was incorporated by the City of Sacramento in 1975 as a not-for-profit corporation governed by a nine-member volunteer board of directors appointed by the Mayor and confirmed by the City Council. They host walking tours, organize grants for historic

Sacramento locations to be preserved and rehabilitated, and manage the historic properties plaque program.

Tyler Girimonte

Sutter Capital MAY Building



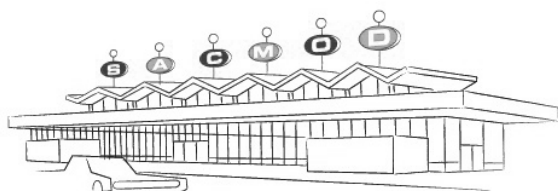
The Mohr & Yoerk Building, located at the corner of Eleventh and K Street in downtown Sacramento, was

originally constructed in 1911 and designed by Seadler & Hoen as an apartment building above a meat market. The building was

substantially remodeled in 1933 by master architect George Sellon. The meat market was replaced by the Bon Marche apparel store, later Ransohoff's, and the upstairs apartments were converted to office use. The restoration project undertaken by Sutter Capital restored the apartments upstairs for rental use, using the Historic Rehabilitation Tax Credit program to aid in restoration of this Sacramento landmark.

Gretchen Steinberg

City of Sacramento Mid-century Modern Survey



Working in conjunction with the City of Sacramento's Preservation Department, Sacramento Modern provided matching funds, project coordination, and volunteers to execute the City of Sacramento's Mid-century Modern Survey project. This was a citywide effort to identify potential historic resources and create a historic context for Mid-century Modern architectural resources. Sacramento Modern president Gretchen Steinberg used revenues generated by the enormously successful Sacramento Modern home tours to leverage federal funds and local resources in conjunction with this project. Using a custom designed smartphone app for the ground survey, volunteers located, identified, and assessed buildings associated with mid-century historic architecture. The project is still ongoing, and hopes to list several Mid-

century Modern resources in the Sacramento Register in the coming year.

Joint Preservation Sacramento/Sacramento Heritage

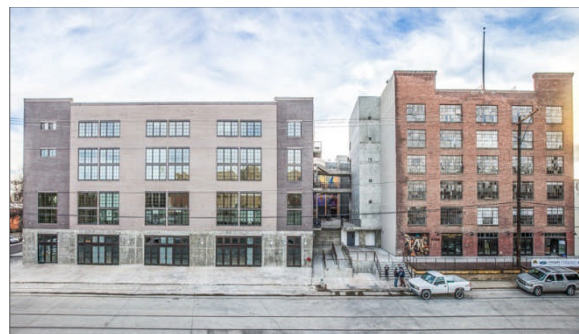
Ali Youssefi

CFY Development, In Memory of Ali Youssefi, Warehouse Artist Lofts



The Lawrence Warehouse is a reinforced concrete and brick "fireproof" warehouse, completed in 1915

and designed by architect Clarence Cuff. Originally designed to store freight varying from rice to Model T automobiles, the building was used for storage by the State of California from the 1940s through the 1980s. Starting in the 1990s, plans to convert the warehouse to residential use appeared, but none were successful until Ali Youssefi of CFY Development spearheaded the effort to create WAL, the Warehouse Artist Lofts.



This project combined affordable housing

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tax credits with historic rehabilitation tax credits to convert the warehouse to apartments, combined with new construction on the adjacent lot and ground floor retail uses. All of the residents of WAL are required to be working artists. The building includes facilities of specific utility to artists, including a dance studio, art gallery, and paint cleaning areas, with a mixture of local retailers. The building has become the cornerstone of the revitalized R Street historic district and an epicenter of Sacramento's contemporary art scene. Ali Youssefi passed away in 2018, but in his brief lifetime he influenced many individuals and projects with his enthusiasm, compassion, and vision. Ali was involved with multiple projects, but WAL is the clearest example of his legacy, which continues to inspire Sacramento real estate developers, housing activists, preservationists, and artists.

TOWER RECORDS

In 1960, Russell Solomon opened the first Tower Records store on Watt Avenue, in Sacramento, California. He named it for his father's drugstore, which shared a building and name with the Tower Theater, where Solomon first started selling records on a folding table. By 1976, Solomon had opened Tower Books and Posters at 1600 Broadway, next door to Tower Records. Tower spread all around the world: New

York, London, Singapore, Japan. Numerous Sacramento

Tower Records management employees, through their dedication and creativity, helped build a small music store into a retailing giant.

Julie Rubins Bianucci

Director of Communications



Julie worked for Tower from 1980 to 2001, 21 years of service. Julie was hired by MTS, Incorporated (Tower's worldwide headquarters in Sacramento) as

Tony Valerio's Executive Secretary and administrative assistant to the Accounts Payable team. She progressed to Travel & Meeting Planning Department Manager and eventually to Director of Communications. Julie planned the Tower Annual Convention (TAC) events, Tower Golf Tournaments, the Tower-to-Tower half marathons, and many Tower events and meetings of all sizes. TAC was an annual gathering of Tower managers from around the world in Sacramento for five days to collaborate, learn, and listen to live bands (e.g., Lionel Richie, Etta James, Celine Dion, Richie Sambora, Dwight Yoakam, the Isley Brothers, Train, the Deftones) provided by the record companies. Julie led the travel industry into new ground when the first airline ticket printer was installed at Tower's office in West Sacramento.

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Born and raised in Northern California (Richmond, Tahoe City, Napa and San Francisco) Julie settled in Sacramento after attending Heald Business College's Secretarial program. Julie married a local musician, John Bianucci, in 1990 and has two children, Johnny and Jessica. John passed away in 2015. Johnny is currently a student at Sacramento State University and works in the food industry. Jessica is currently a student at San Diego State University and works at Urban Outfitters (selling retro Tower t-shirts and bags).

"We often referred to ourselves as misfits. Today we would be cool nerds. Russ and Tower collected and nurtured a smart, hard-working, dedicated, loyal family. That family lives on today. Since leaving Tower in 2001, I have worked for the State of California as an analyst and manager and for the Parkinson Association of Northern California as the director of a non-profit. I truly did not understand the significance of the autonomy and confidence granted to each of us at Tower until later in life. Being part of building Tower was an absolute joy that will be forever treasured. Thank you, Russ and my Tower family."

Heidi Keller Cotler

Vice President, Tower Books & Magazines



In early 1965, Heidi applied for work at Tower Records on Watt Avenue in Sacramento. She was not hired. The manager, John Schairer,

had already tried hiring a woman and it didn't work out. Never a quitter, Heidi applied at Tower Books on Watt Avenue, and was hired in September of 1965. Although the only female on the staff, she became the manager of Tower Books in the early 1970s, the only female regional manager in 1980 and became the only female Vice President in 1984. Heidi built the Tower Books & Magazines chain from 3 local stores to an international success. Heidi retired from Tower in 1999, after 32 years of service.

As was common at Tower, Heidi's first husband, Bob Keller, managed the Tower Warehouse. Her brother, Gregg Hess, managed the classical section at Tower Records on Watt Avenue. Her other brother, Jeff Hess, worked part time whenever extra help was needed. Heidi's second husband, Dan Cotler, managed book distribution for Tower. Heidi has two sons, Nate Keller, a culinary director in the Bay Area, and Aaron Cotler, a student, musician and bar manager in Brooklyn, as well as two amazing daughters-in law, Jeannie Toole, a hospice nurse and the mother of her three granddaughters and Candice Cotler, a law student.

"What I did when not drinking and having fun at Tower... A paraphrased quote from Russ Solomon, "Heidi implemented and administered the placement of books and magazines into all retail arms of Tower. Through cross merchandising of book and magazine product, she increased revenue by \$20 million annually in the record and video stores internationally, while overseeing 15 freestanding book stores, nationally. She

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designed and stocked a 10,000 square foot book department in our 100,000 square foot retail entertainment facility in Shibuya, Tokyo, Japan. She succeeded in elevating Tower Books to the 7th largest chain of bookstores in the United States. Her incredible diversity and flexibility helped her lead her staff through a most difficult yet exciting time in the book industry.”

Publisher’s Weekly called Tower Books one of the most innovative and exciting bookstore chains in the country. Heidi served on the board of the Northern California Booksellers Association and was a frequent speaker and participant in the educational activities of the American Booksellers Association.

She was one of the founding members of the Sacramento Area Literacy Coalition (SALC) and the organizer of the successful Sacramento book fair Sac Reads!, a fundraiser for the SALC which funded literacy programs throughout Sacramento and surrounding counties.

“The ride on the Russ bus was a once in a lifetime experience of learning, hard work, a lot of fun and general debauchery. And, lucky for me, it was a long ride!”

Robert “Bob” Delanoy

Vice President, Retail Operations U.S.



Robert “Bob” Delanoy was raised in Bronx New York. He graduated from Cherry Hill High in 1964. He served in

the United States Navy from 1964 to 1968. He graduated from RCA Technical Institute - Computer Sciences in 1969, worked for Jerrold Electronics in Philadelphia from 1969 to 1970, and attended the Woodstock Festival in August 1969.

“It was 1970, I was living in Camden, New Jersey, and I was laid off. My girlfriend, Diane, and I decided to take a trip to Los Angeles to visit a few high school buds living out there. Once in LA, we never lived on the East Coast again. We rented an apartment in Silver Lake part of LA and settled in our new town. In October 1970, Stan Goman moved into the apartment below me. We immediately became good friends and he told me had moved to LA from Sacramento to open a new big record store in LA.... Tower Records on Sunset Boulevard. He had a great record collection and I listened to them all. My music collection consisted of a handful of LPs from White Front and the Navy PX. When it became apparent I needed a job, Stan suggested I apply for a job there. My previous experience loading trucks for UPS qualified me for a Receiving Clerk position.

In my early years at Tower I was the Head of the Shipping and Receiving Department, a Singles Buyer, a Night Manager, a Tape Department Head, and an Assistant Store Manager. In 1975, I was promoted to Manager of the new Tower Records store on Beach Boulevard in Anaheim, California. In 1977, I was asked to take over the management of Tower Records on Sunset Boulevard in West Hollywood, replacing Charlie Shaw (Charlie was moving on and before long worked for Pat Boone). I had

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just been given the keys to the coolest, best job in the world. The greatest feeling ever was placing an album/CD/video in a customer's hand that they couldn't find anywhere else. You could sense their joy. That was Tower.

In 1983, I was promoted to Regional Manager of the Los Angeles area stores and, in 1989, I was promoted to Vice President, Retail Operations U.S. and moved to Sacramento. As Vice President, Retail Operations U.S. my favorite part of the job was traveling regularly to visit Tower locations throughout the United States, meeting with Regional Managers, Store Managers and staff, and giving each of them the support they needed. Russ gave his managers autonomy in their approach to running their operations but there were certain expectations and standards that needed to be met.

I was especially known for my slide shows (no PowerPoint then) of product merchandising from my photos from around the U.S. It became a regular feature at our Regional and National Conventions, known as the "The Good, the Bad and the Ugly" show. It gave all of us a look into the wonderful things stores were doing on their own. I created Towers Records' first In-Store Merchandising Manual that was used in the stores and set the standards for the basic merchandising of products and the use of corporate supplied advertising Point of Purchase (P.O.P.) materials. These became the basic standards for Tower worldwide. I designed a few floor fixtures that improved large stores ability to display and sell its products. The display of album artwork was

important to the look and vibe of Tower records Stores.

I was a member National Association of Record Merchandisers (NARM), on the Merchandising Committee, representing Tower. Record companies provided to P.O.P. to music retailers in support of its artists, music labels, new formats, and for the distribution of national campaigns (e.g., "Rock The Vote"). The NARM Merchandising Committee recommended and reviewed designs of product P.O.P. Tower Records was voted Music Retailer of the Year by the members of NARM several times.

It was a dream of a job I never knew existed and I have Russ Solomon to thank for that and my great friend and (boss at times) Stan Goman for leading me there. Thanks to all of the Tower Family for their love and their support."

Mike Farrace

Vice President, Publishing & Direct to Consumer



Mike worked for Tower from 1977 to 2002, 25 years of service. He started as a clerk at the Watt Ave. Tower store, where he was a display artist, buyer and assistant manager before moving to the corporate office as an advertising coordinator in 1980. From his first day at the store, Mike imagined a magazine written for Tower customers. In 1983, he got his chance

and created Tower's magazine, Pulse! In 1994, he developed one of the first Internet record stores, Tower Records on America Online. Towerrecords.com followed in 1995. Mike served on the Board of Directors and as the Treasurer for the Digital Music Association (DiMA). Mike has two sons -- Patrick, who works at Apple in Cupertino and John, who is an architect in Los Angeles.

“I had a couple of roles in my years at Tower. One was publishing magazines, like Pulse! and the Tower Video Collector that enabled knowledgeable writers to sing the praises of all kinds of recorded sound and video, from popular genres to genres that appealed to more sophisticated listeners like jazz and classical, to the endlessly fascinating obscure genres like spoken word, sound effects, comedy, kids — you name it.”

“The other contribution was towerrecords.com, a project I undertook in the ‘90s. Our original hope was that it would create a link between the analyses we were already doing in the magazines to drive people into the store. We had sound samples, we had descriptions, we had powerful cross-genre merchandising on the website and cross-promotions on the Tower retail floor with many great partners. It ended up being a pretty successful ecommerce website on its own.”



Stan Goman

Chief Operating Officer



Stan worked for Tower for 37 years. Tower Records on Watt Avenue in Sacramento hired Stan to clerk in late 1967. In 1969, Stan became the manager of a short-lived location in the Southgate Mall in South Sacramento. When it closed in 1970, Stan worked at Tower's warehouse and the Tower Records on Broadway before moving to Los Angeles to be the assistant manager of the Tower Records on Sunset Boulevard. Stan moved to San Francisco in 1973 to manage Tower Records at Columbus & Bay, becoming the Bay Area Regional Manager a short time later. In 1982, Stan moved back to Sacramento as a vice president and eventually the Chief Operating Officer of MTS, Incorporated.

Born in 1948 in San Francisco, Stan has been a resident of Sacramento since age 5. Stan attended David Lubin Elementary, Sutter Junior High and Sacramento High, graduating in 1966, and attended Sacramento State College for two years. Stan is currently married to Linda and they volunteer for several organizations and travel extensively around the country and the world. Stan's son Edwin is a resident of Portland, Oregon, working in the pharmaceutical industry.

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Stan served on the National Association of Recording Merchandisers (NARM) Board of Directors for several years. In his capacity on the Board, and as Chairman of the Board, Stan helped shape the global music industry. The 1997 American Jewish Committee's Music/Video Division's Humanitarian of the Year was Stan Goman. Stan supported and encouraged Tower managers to collaborate within their cities, get involved with the music industry, engage with all employees, and to "take care of business". There are many stories that start with "When Stan came to visit my store,".

"I have called Sacramento home for seven decades. As a retiree, I volunteer for several organizations and love my life of leisure. I feel my contribution to the Tower phenomenon was the pure joy I felt bringing Russ' visions and dreams to life, and, collaborating with the worldwide Tower team to make life fun and rewarding!"

Jennifer Birner Hegji

Vice President, Training & Education



Jennifer worked for Tower from 1971 to 2002, 31 years of service. Tower Books on Watt Avenue in Sacramento hired Jennifer to clerk in 1971. Jennifer moved around California for Tower Records for the next two decades. She was a buyer and the assistant manager in San Diego, the store manager in Anaheim and West Covina, the regional manager over the Orange County and Phoenix record/video stores, and eventually the regional manager over the

Sacramento record/video stores before moving to corporate as a vice president. Jennifer was VP of Video Operations for seven years before becoming the VP of Training & Education, a title she held for 10 years. Jennifer is married to Paul Hegji, formerly manager to the Tower Shop. The Tower Shop built racks and fixtures for Tower stores around the world. Although a native of Ohio, Jennifer has called Sacramento home since 1962.

"I enjoyed all of my jobs within the company, but I am especially proud of the work I did as VP of Training & Education from 1993 through 2002. We established effective policies and wrote procedure documentation for our stores, with a focus on customer service. We created management training programs, videos and other materials to help the stores improve their operations. My team envisioned growing the Tower brand with not only product, but excellent customer service, and well-trained staff."

Christopher J. Hopson

Executive Vice President and Chief Marketing Officer



Chris Hopson was born in Sacramento in 1952 and was the son of British immigrant parents who came to California after WWII. Chris graduated from McClatchy High School and attended Sacramento State College. As an avid music enthusiast, he was hired as a store clerk at Tower in 1970 and in 1972 transferred to the Westwood Village store

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and managed it until 1974. Hopson returned to Sacramento to act as liaison between Tower's advertising agency and the record labels and distributors. He convinced Russ to create an in-house agency and in 1973, Tower Advertising was born. Within a year, the 3-person agency increased billing fivefold and, under Hopson's direction, Tower Advertising grew to over 50 million dollars in revenue with satellite offices around the globe. Through the collective efforts of his staff, Tower Advertising received many awards for creativity in all forms of media.

Chris met his wife, Pam, then Tower's Payroll Manager, and they married in 1984 and have two beloved children together: Lauren and Max. Lauren is 31 and holds a BA in Communications and is part owner of a Salon in Carmichael called Twisted Scissors. Max is 24 and recently completed his AS and is working in horticulture. They both sport one of Chris's best campaigns on their license plates which read, "No Music, No Life".

Chris retired from Tower in 2001 as Executive Vice President and Chief Marketing Officer. He and his family treasure the connection with their Tower family. Chris dedicated his retirement to fundraising for UCSF, The Michael J. Fox Foundation, and Parkinson Association of Northern California. His talents and passion towards finding a cure rose close to half a million dollars. He was on the board of Sacramento Theater Company, Parkinson Association of Northern California, National Association of Record Merchandising, and other music industry affiliates.

He credits his success and drive to his 30 years at Tower Records, and, especially, to the mentorship of Russ Solomon.

Stephen Nikkel

Vice President, Global Advertising Operations



After gaining over ten years of experience at record stores and music marketing in other stores and businesses, Steve was hired by Tower Advertising as a

Regional Advertising Coordinator. Over the next ten years, Steve progressed to the Video and Blank Media Advertising Coordinator, the Advertising Division Manager, and finally to Vice President, Worldwide Advertising Operations.

Although born in Sacramento (as were his mother and daughter), Steve grew up in the United States Air Force living in the Azores, Puerto Rico, New Hampshire, Atwater (CA) and Vacaville (CA), before returning to Sacramento in 1985. Steve is a graduate of Sacramento State University. Steve is married to Linda and they have one daughter, Robyn.

"I was fortunate enough to work globally for Tower for almost 10 years. I worked mostly in an advisory, training and resource capacity in London, Tel Aviv, Toronto, Mexico City, Buenos Aires, Tokyo, Hong Kong, Singapore, Bangkok and Taipei. In all of these places, there was a unique Tower

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culture that transcended all language and cultural differences. Tower had its own culture of bright, creative, passionate, sarcastic and independent thinking people. That culture was rooted in a love for music, literature, art and film and it was nurtured from Sacramento!”

Michael A. Polster

Vice President, Information Technology



Mike worked for Tower from 1977 to 2003, 27 years of service. Mike was hired by MTS, Incorporated (Tower’s worldwide headquarters in Sacramento), as an Accounts Payable clerk. He progressed very

quickly to computer operator, manager of information technology and to Vice President, Information Technology. Tower was a global leader in technology, Mike transformed Tower’s inventory management from paper to electronic and pioneered Tower’s credit card payment technology worldwide.

Born and raised with three siblings in Sacramento, Mike’s Sacramento heritage dates back to 1925. His parents were born in Sacramento in 1932 and raised their four children. Mike has lived in Sacramento his entire life, and he lives in a Land Park home built by his grandparents in 1950. Mike’s first wife, Tracie, worked for Tower Posters

as a deposit clerk, and produced son, Ryan. Ryan worked for Tower stores and at MTS, Incorporated as an IT desktop technician. Mike met his second wife, Mary, at MTS, Incorporated, in the Information Technology department. Mike and Mary’s son, Cory, is a local stand-up comedian.

Since leaving Tower Records in 2003, Mike has worked for Sutter Health as well as an old established organization supporting hospitals in Sacramento and the Bay Area. Sutter Health is a mainstay in the Sacramento region with many residents born at Sutter Memorial Hospital in East Sacramento.

“As a Sacramento native, the opportunity to build the information technology infrastructure for a global retailer was truly amazing. Russ’ management style of believing in his people and giving each of us the tools to create the required business products was exciting and dynamic. The knowledge I gained over those decades fully prepared me to move to Sutter Health. Today I am an Enterprise Architect managing the Sutter Health IS Eco-System. I will always hold Tower Records close to my heart and am thankful for all the wonderful opportunities Sacramento and Tower Records brought to my life.”



Michael Solomon

*Vice President and Legal Counsel,
President*



Michael Toby Solomon (MTS), Attorney at Law, worked for Russ from age five. Mike rode his pedal

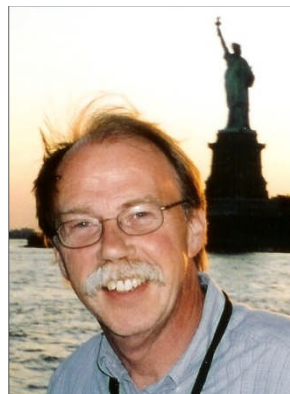
tractor around Record Supply Distributors Inc., (precursor to Tower Records) until he was old enough to hold a broom to sweep up the store. He was moonlighting before age ten at Tower Drugs with his grandfather, Clayton Solomon. Mike continued to work in Tower stores in the Sacramento area and the Bay Area through college.

When you're born into the business, you're connected for life. Upon graduating law school, Mike and his wife moved to remote northern California, had two children, lived a relaxed life on their 60 acres of forest, and negotiated Tower leases throughout the world. Eventually Russ and Tower needed Mike at the worldwide headquarters in West Sacramento. Mike and family moved to Sacramento and Tower's Legal Counsel was now on site. Mike was named President shortly thereafter, assuming control of the company during difficult times.

Mike is famous within the Tower family for his photography and avant-garde photo shows. Following in his father's footsteps, Mike appreciates and collects art, and travels the world. Michael started at Tower in 1960. He worked variously as store clerk, legal counsel and then President until he left in 2003.

John Thrasher

Vice President, Video Sales



John worked for Tower from 1981 to 2003, 22 years of service. Tower Records in Mountain View, California, hired John to clerk in the Tapes Department in 1981. After

stints in San Francisco and again in Mountain View, John transplanted his family from the Bay Area to Sacramento in 1987, to oversee the purchasing and distribution of video products worldwide. John's sons, Patrick and Winston, are successful Sacramento contributors to the theatre (Patrick - Sacramento Junior College) and information technology (Winston - State of California).

“Tower was a cutting-edge retail company on all fronts, and video was no exception. While the vast majority of retailers in the 1980s and 1990s concentrated on video rentals, Tower boldly concentrated on sales and was ahead of the curve in promoting video sales across all formats while also providing rentals as a courtesy to our loyal customer base. As a private company with fewer than 100 stores, Tower was one of the leading tape and laser disc sales retailers in the world with a fraction of the number of stores many of its competitors maintained. In 1995, Tower Records was one of seven retail companies in the United States to pioneer sales of DVDs to consumers. I am

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proud and honored to have represented Tower in many of the discussions with studio heads and consumer electronics executives on standardizing the DVD format before its debut. DVDs are still selling after more than two decades in the marketplace, even in the wake of streaming and file sharing. Through the generosity and vision Russ and Tower provided, I like to think I played a small but vital role in this phenomenon of home entertainment that Tower brought to the world.”

Mark Vidulich

Chief Operating Officer, Tower Bayside



Mark worked for Tower for 27 years. Tower Records at 16th & Broadway in Sacramento hired Mark as a tape department clerk in

1976. Mark has one daughter (Sarah) from his first marriage (Mary), and is married to Cathy. Sarah graduated magna cum laude from UC Berkeley in 2008 and currently works for UC Berkeley in the Procurement and Budget Department.

In 1978 Tower ventured into shipping music to Japan, using the 16th & Broadway Tower store as the supplier. Mark was an integral part of the beginning of Tower in Japan from the US side and, a short time later, from the Japan side. Russ decided to send an American to Japan to represent the US interests and that American was Mark Vidulich. Mark built the Japanese importing operation into a lucrative business and

insisted Tower enter into the retail music business in Japan.

In 1980, spearheaded by Mark, Tower opened what would become today’s largest music retail store in the world in the Shibuya district in Tokyo. In the first three days of business, 15,000 customers came through the store purchasing 12,000 records for 30 million yen (\$130,000 in 1980). The opening of Tower in Shibuya marked the first time in Japan’s 3,000 year history that an American company opened a retail store without a Japanese partner. Everyone said it couldn’t be done...

Mark returned to his native Sacramento after over two years in Japan. He would later build another Tower first, Bayside Distribution. Bayside distributed music and video to retailers worldwide from a 75,000 square foot fully automated warehouse in West Sacramento for eleven years, with sales exceeding \$45 million annually.

“After twenty-seven years of having a variety of jobs with Tower, never once did it ever feel like work, thanks to the inimitable management style of Russ Solomon.”

Terri Ball Williams

Vice President, Tower Advertising & Marketing



Tower Records was born in 1960 in Sacramento!

From playing my mom and dad’s LPs (Let It Be and The Monkees) to being

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very intrigued by the sexy Herb Alpert “whip cream girl” cover in their LP collection, to being that girl with a stack of 45s so she could play “name that tune” at slumber parties (with “the lion sleeps tonight” as the most recognizable) - I was in love with how much fun music was at an early age - and I was born in 1960 too - it was meant to be!

My Tower story is the classic “stick with me kid I will make you a star”, learn as you go "Tower" University educated, clerk to VP story, all with the backdrop of Sacramento in a supporting role.

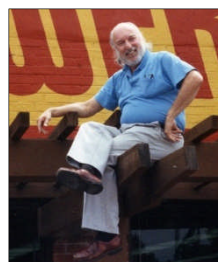
At 15 my dad helped me get a part time summer job at the Tower records warehouse, and in those innocent formative years and through the next 26 years built the marketing department and team (with Chris Hopson as my top mentor in life) while forming a lifelong bond with music, Tower, and the town of Sacramento. From riding the bus to Tower Watt Ave to buy my slumber party 45s, to later driving to Tower get my cassettes for my baby blue pop out back windows 68 VW Bug, to the many Tower parties at the Oasis Ballroom, to being serenaded to sleep by great radio stations like KPOP, KZAP and KROY, to working with the DJs at those stations to do our Tower spots, to seeing Pink Floyd at Hughes Stadium, the Grateful Dead at the Memorial Auditorium and even Nirvana at the Cattle Club, to Jerry Brown and Linda Ronstadt living in that flat across from the park - this home town girl was loving life in Sacramento working for Tower, a home town company!

One of the big projects that I had the privilege of working on in a key role, while being able to do it at scale with the "might" of Tower behind it, was the "Rock the Vote" campaign. This campaign was started by REM and grew to a huge effort supported by the music business across the US. At Tower we took it on in full force by educating our customers through our marketing and in store exposure in order to get the National Voter Registration Act of 1993 (Motor Voter Act) passed and put into place to the benefit of Sacramento and beyond!

Tower Records was born in 1960 in Sacramento - and so was I!

Russ Solomon

President & Chief Executive Officer



Presented posthumously, wife Patti Drosins-Solomon accepting the evening's award.

Russell Solomon was born in San Francisco, California, in 1925. He passed away peacefully in Sacramento in March 2018. He grew up during the Great Depression in San Francisco, Los Angeles and Sacramento. Sacramento became home more than eight decades ago. In 1945, Solomon married his first wife, Doris. Their first son, Michael, was born three years later and son, David, was born in 1962. In 2009, Russ married Patti Drosins-Solomon. Patti is accepting Russ' Enlightenment Award tonight.

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A visionary from the beginning, Russ envisioned a music super market. He never dreamed there would be over 200 music super markets operating in four continents, in 14 countries, in 156 cities, employing nearly 8,000 people worldwide (6,000 in the United States, of which more than 1,000 were in the Sacramento area). Upon opening Tower in Japan, Russ said, “now the sun never sets on Tower Records”.

Early on Russ hired Walter “Bud” Martin to do the accounting for what grew to be a \$1 billion empire. A few years later he hired Tony Valerio to manage the relationships with the record company financial representatives. Russ, Bud and Tony were the core of the business for the first couple of decades. The Tower honorees tonight are the next generation, the team that built the nationwide/worldwide company.

In May 2018, the Music Biz Hall of Fame inducted their inaugural member, Russ Solomon. The Music Biz Hall of Fame celebrates the achievements of industry executives, companies, media, venues, institutions, and others who have significantly contributed to the growth and continued success of the music business. Together with Ronald Reagan, Walt Disney, Tiger Woods and others, Russ is a member of the California Hall of Fame. Past awards include the City of Hope’s Spirit Award, the National Association of Recording Merchandisers (NARM) Large Retailer of the Year (multiple times), and many others.

Russ believed in people and their abilities. Let them learn, grow and mature and they will produce great results. His philosophy paid off for decades, from the iconic red and

yellow Tower logo on Tower bags to amazing retail feats throughout the world. Entire neighborhoods were gentrified when Tower stores opened. Through the decades, the music industry was shaped by the philosophy of Russ and the team he built. From refusing to buy music from a record company that was charging a higher price to ship to each Tower store than they were to ship to competitors’ warehouses (Tower’s price changed to the lower price), to insisting that customers wanted to hold a CD in their hands not in an oversized throw-away box (CDs were produced in jewel boxes without the extra packaging for Tower) to his insistence that in Sacramento at the worldwide headquarters of Tower, no ties were allowed (as evidenced by the rows of ties removed and framed in his office), Russ’ philosophy seeped into the world.

Russ was well-loved by family, friends and staff worldwide. The legacy of Russ lives on in his wife, his family and the Tower family.



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