

Russian River Historical Society Press Release for April 18th Preview Exhibit & May 2 Landmark Unveiling
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FOR IMMEDIATE RELEASE

RUSSIAN RIVER HISTORICAL SOCIETY TO PREVIEW FIRST EXHIBIT AT THE NEWLY RESTORED BANK OF
GUERNEVILLE & AWARD HISTORIC LANDMARK PLAQUE TO BOB PULLUM

For decades Russian River historian John C. Schubert would look at the stately grey bank building on Guerneville's Main Street and wish he could buy it for the Russian River Historical Society. For 30 years the Carl I. Warnecke-designed building has been vacant. The building was suggested for historic preservation in the Sonoma County Russian River Corridor Design Guidelines in 2010*, but was not available for rent or sale. John would suggest renting space in the bank at Historical Society meetings, and President Jane Barry and her board fantasized about having exhibits from their collection at the old bank. Fate would smile kindly upon them.

In April 2014 Bob Pullum purchased the 1921 Beaux Arts building from the estate of former owner Audrey Rehfeld. Pullum has owned a home in Guerneville since 2000 and has always been fascinated with the building and its history. His professional background as an art director and creative director spans over 20 years in the San Francisco advertising and marketing community. He is passionate in the preservation of modern architecture. Pullum is on the national board of Docomomo US, an organization dedicated to the preservation of buildings and landscapes of the Modern Movement (those designed between 1917 and the 80s), as well as the Vice President of their Northern California Chapter. Bob was the perfect buyer who would not only meticulously restore the structure, but also understand its creative potential. Crista Luedtke, owner of such Guerneville businesses as Boon Hotel + Spa and Big Bottom Market, consulted on the future uses of the building and tenant acquisition, as well as played a large role in helping with the management of the restoration of the building and with the adaptive reuse of the existing teller windows. They both believed the building should be an inviting space where the community can not only explore and learn about the past, but also help support new and different types of multiple businesses that can help add diversity and appeal to the town. Please visit <http://russianriverbankbuilding.tumblr.com/> for the discoveries, the progress over the past year and the other businesses that helped bring this historic building back to life.

RRHS will have its first exhibition preview on April 18th: "Guerneville Early Days," written by John C. Schubert, with photos from the archives. Alex Clausen designed the exhibit which is framed in handsome redwood frames made by and donated by Ray Barrio of Cazadero. Ray did the restoration of

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the beautiful 2 story arched windows in the bank. John Shubert donated lumber from the Marshall House restoration to make a bookcase and window seat designed and built by Ray Barrio which gives us yet another historic reference. John Schubert also has given his book "Guerneville Early Days" to RRHS who will have the third edition printed in celebration of the opening.

The Historical Society's first exhibit documents the development of the community from its earliest pioneers thru the building of the bank in 1920. The second exhibit will be "Guerneville Glory Days" and will focus on the resorts and glamorous big bands who performed on the river during the 40s and 50s and at the end of summer.

The Russian River Historical Society will unveil an historic landmark plaque awarded to Bob Pullum on May 2, 2015 with Supervisor Efren Carrillo, Fifth District Sonoma California Board of Supervisors, officiating at the start of the day at 10:00 AM. The bank will be open for a fun day of music and celebrating a great day for Guerneville and the Russian River Historical Society —and please join us in thanking Bob Pullum for doing something so wonderful for Guerneville!

* http://www.sonoma-county.org/prmd/docs/divpages/russian_river_corridor_ladg.pdf