Is There a ‘Big Box’ in Your Future?

A VACANT STOREFRONT will be the setting for the first event in the UCSB History Associates 2009-10 program.

The venue was chosen as an appropriate setting for a talk on the effect of ‘big box’ stores on American business.

History Prof. Nelson Lichtenstein, a nationally recognized authority on U.S. labor history, will speak on "The 'Big Box' Phenomenon: Wal-Mart and the Future of American Business" at 5668 Calle Real (in the Calle Real Shopping Center, between Golden 1 and Panino).

The event will begin with refreshments at 5 p.m., followed by Prof. Lichtenstein’s talk at 5:30.

Budget Cutbacks Spur Associates Board To Increase Dues

For the first time in a decade, the UCSB History Associates Board has voted to raise annual dues, from $30 to $35.

The increase comes in response to shortfalls in UCSB’s budget, which led to cutbacks in services to auxiliary groups.

To meet bookkeeping and membership needs, the Board has contracted with Catherine Salzgeber, the History department’s longtime Personnel secretary, now retired.

"We needed to raise dues," incoming President Mary Louise Days said.

"But we decided our members would rather pay for these increased costs with a modest increase rather than have us cut back on graduate fellowship support."

In recent years, the History Associates have raised more than $50,000 a year for graduate support.

Dept Welcomes New Faculty In China, Africa

The History department has gained strength in African and Chinese history this year with the addition of Profs. Moses Chikowero and Xiaowei Zheng.

Also arriving on campus this Fall is Prof. Peter Alagona, who spent last year at Stanford’s Bill Lane Center for the American West after being hired by UCSB in Spring 2008.

Prof. Chikowero specializes in east African history, with research interests in development and cultural issues. He received his PhD from Dalhousie University in 2008 and last year held a postdoctoral fellowship at Rutgers.

"Prof. Chikowero’s appointment allows us to expand our African program to cover all regions of the continent,” said History Chair John Majewski. "He complements the work of Profs. Stephan Miescher in east

Prof. Lichtenstein’s most recent book, The Retail Revolution: How Wal-Mart Created a Brave New World of Business, released by Metropolitan Books in July, has received strongly favorable reviews in national media, including the New York Times and Los Angeles Times. He was recently interviewed on Public Radio’s "Fresh Air."

Prof. Lichtenstein is author of half a dozen other books, including The Most Dangerous Man in America: Walter Reuther and the Fate of American Labor (1995).

Reservations for Prof. Lichtenstein’s talk ($10 members, $12 non-members) may be made by phoning the History department office, (805) 893-2991.

In response to a budget crisis that has led to unprecedented cuts and mandatory furloughs, a group of faculty led by three historians has put together an afternoon “teach-in” for Wednesday, Oct. 14, in Cambell Hall.

A committee composed of students, faculty and staff put the program together following a Town Hall event staged by UCSB administrators during the summer to explain the reasoning behind the cutbacks, according to History Prof. Nelson Lichtenstein.

Along with Profs. Alice O’Connor and Eileen Boris, Prof. Lichtenstein put together a program designed to “change the conversation,” in Prof. O’Connor’s words.

“We wanted a forum to show alternatives to the ‘privatization’ path the university has been following,” Prof. Lichtenstein said.

That path has led to steadily declining state support, he noted.

“If UC’s funding were only at the same level as 1995 or even 2001, there would be no crisis,” he said.

A lineup of local and state authorities includes Prof. Stan Glanz of the UCSF medical school, a former chair of the UC Committee on Planning and Budget, and

CONTINUED ON P. 3
She Blogs to a Degree

Rose Hayden-Smith's expertise in home gardens strikes a chord in this economy

Fellows come from many disciplines—chefs, farmers, nutritionists, activists, public health professionals, fishers, policy experts and academics,” Rose explained. “Not so many historians, though, and this has been exciting.”

The aim of the program, she says, is to create “policy changes at the personal, organizational and public policy levels that advance sustainable food and farming systems.”

Combined with her previous expertise, this new visibility is what started the phone ringing.

Rose has been interviewed by the Washington Post, the LA Times, the Los Angeles Times, foreign media and National Public Radio, as well as countless local media outlets.

“I’ve engaged in ongoing dialogue with the senior staff member to the U.S. House of Representatives Agriculture Committee (a real powerhouse) about the possibility of that group nudging the USDA to convene a national gardening conference, the way that agency did only ten days after the bombing of Pearl Harbor,” Rose said.

To handle the demand, Rose created a website (http://groups.ucanr.org/victorygrower/) and a Victory Grower blog (http://ucanr.org/blogs/VictoryGrower_Blog/) that is getting thousands of hits every month.

She also started blogging for the Huffington Post and for a Slow Food Nation spin-off site, Civil Eats.

“I’m the Civil Eats resident historian and book reviewer,” she explains.

Then, just to make things even crazier, Michele Obama started a vegetable garden at the White House.

Which explains why Rose recently found herself in that garden as a guest of the White House chef.

“I ate tomatoes on the South Lawn!” Rose reports.

While in the capital, she also met with the Deputy Secretary of Agriculture and gave a talk on the history of Victory Gardens at the U.S. Botanical Gardens.

Amid all this activity, Rose is still working quietly on her dissertation, “Sowing the Seeds of Victory: National Gardening Programs During World War I.”

It’s hard not to feel that this is one dissertation that will have no trouble getting published.
The 1911 Chinese Revolution.

“Her proposed courses on China will attract tremendous student interest,” said Prof. Barbieri-Low. "Her skills span the 19th and 20th centuries, which is a rare capability nowadays, and she has interests in legal history and comparative revolutions that complement the work of faculty in other geographical areas.”

Prof. Alagona, who received his PhD from UCLA in 2006, shares his appointment between History and Environmental Studies. He has interests in ecology and science and technology.

All three new faculty come with several publications under their belts.

Prof. Alagona has published half a dozen articles on conservation and endangered species and a monograph on the Coachella Valley.

Prof. Chikowero has published articles on postcolonial identities in Zimbabwe, electrification and power politics and music policy.

Prof. Zhang has published articles on the Red Guards during the Cultural Revolution and a chapter in The Chinese Cultural Revolution as History (Stanford: 2006).

Dealing With Cuts

As I sat down to write my first column for Historia as the new chair, I realized a big problem: I did not know what I wanted to say. I was torn between two starkly different messages.

The first message is upbeat and optimistic. The History department is coming off its best year, at least in terms of scholarly distinction. Members of our faculty won a bevy of prominent book awards, and other books received national attention in venues such as the New York Times, Los Angeles Times, and NPR’s “Fresh Air.”

Graduate student placements have never been better, and TAs and professors alike continue to win teaching awards. With three new assistant professors joining the department this Fall, the future also looks bright.

The second message is downbeat and glum. The budget has never been worse. Faculty pay has been cut, and basic support services (like phones in faculty offices) have been eliminated. Faculty workloads are going up as classes grow larger. Cutbacks in teaching assistantships and other forms of support have created hardship for our graduate students. Undergraduates must now pay higher fees, and count themselves lucky if they can find a seat in the classes they need. The future looks equally glum—despite all the cuts, the campus still needs to come up with $35-40 million in additional reductions.

By themselves, each of these messages misses something crucial. To focus exclusively on the budget cuts obscures the outstanding accomplishments of the department. Yet the budget cuts demand attention: they represent a profound attack on what is generally considered the world’s premier public university.

How, then, do we synthesize these two very different messages? My colleagues have already provided one answer: using the department’s scholarly and teaching excellence to educate our students and the wider public about the impact of the University’s budget cuts. Members of the History department have been in the forefront of organizing a campus teach-in on Wednesday, October 14. The event features a wide-range of speakers and other forms of support have created hardship for our graduate students. Undergraduates must now pay higher fees, and count themselves lucky if they can find a seat in the classes they need. The future looks equally glum—despite all the cuts, the campus still needs to come up with $35-40 million in additional reductions.

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The goal of the teach-in is not only to protest the budget cuts—although it’s a safe bet that there will be plenty of anger in the air—but also to understand why the cuts are happening and their long-term consequences for the state. There will be experts on the state’s arcane budgetary rules, for example, as well as academics who follow national trends in higher education.

I am sure that there will be plenty of disagreements as well—it is hard to imagine such a diverse group of speakers all singing from the same hymn book. In other words, the event would be an amazing demonstration of the power of history to understand the present, and to shape a better future.

Budget Crisis Teach-In

Continued from p. 1

State Sen. Loni Hancock (D-Oakland), chair of the Senate Committee on Elections, Reapportionment and Constitutional Amendments.

Other scheduled speakers include Lenny Goldberg of the California Tax Reform Association and State Sen. Gloria Romero (D-East LA), chair of the Senate Education Committee.

At 6:30 p.m., conferees will break up into small panels and workshops after dining at a “soup kitchen” that will be set up in Campbell Hall plaza, then reconvene at 8:30 for a closing session on future options.

Links to the program for this event and other responses to the budget crisis can be found on the History department webpage, http://www.history.ucsb.edu/.

This is historians doing what they do best, including department Chair John Majewski writes in his first column for Historia (see “From the Chair” on this page.).
Welcome Back

Welcome back to UCSB campus for returning students, faculty, and staff who may have been away for the summer, and a warm welcome to new students and faculty. Autumn finds us facing even more difficult challenges due to financial constraints and departmental budget cuts. The UCSB Office of Community Relations, which has provided staff assistance to the History Associates since our inception, has experienced a reduction of staff positions. This is a blow, but members of your board of directors and friends in the History department have stepped up to help out so that our public programs are not curtailed and our mailings are not reduced. As always, we are grateful to Community Relations Director Paddy Moriarty for her steadfast efforts.

The board is planning an exciting set of programs for the 2009-2010 year. We hope that many History Associates members will take advantage of the opportunities provided by these programs, and that you will bring guests who might wish to join our UCSB support group.

A number of directors and friends attended the History Associates Awards Ceremony on May 27 at the campus. It was a thrill for us to meet the honorees and to witness their pride of accomplishment as they enter new stages of their lives.

An exhibit that will be of interest to many of you is on display at Casa de la Guerra, 15 East De la Guerra Street in downtown Santa Barbara (across from City Hall). Entitled “Touring Santa Barbara through the Magic Lantern: Images from the Pearl Chase Collection, 1915-1926,” the framed prints are newly photographed images from hand-colored lantern slides. The exhibit, sponsored by the Santa Barbara Trust for Historic Preservation, opened on August 1 and is on display through January 31. Miss Chase was a founder of the Trust, the recipient of her slide collection. Casa de la Guerra is open from noon to 4 p.m. on Saturdays and Sundays, and will soon be again open on Friday afternoons. Curation of the exhibit was overseen by Anne Petersen, Ph.D., an alumnus of UCSB and a History Associates award recipient.

The board of directors of the UCSB History Associates looks forward to greeting you at the first program of the year on Tuesday, October 6.

Mary Louise Days
President
The Queen and I

memories of a special visit
and close encounters
with the Secret Service

BY SHEILA LODGE

Watching Helen Mirren’s
remarkable performance in
“The Queen” took me back
28 years.

In February, 1983, just about
everyone in Santa Barbara
was all a-twitter about Queen
Elizabeth II’s impending visit
on March 1.

I was mayor at the time, and
I was a bit a-twitter myself be-
cause, while knowing about city
affairs such as the budget and
city planning I knew nothing
about greeting British royalty.

There had been a big brou-
haha in San Diego when that
city’s mayor put his hand on
the queen’s back in an effort
to guide her. This was terribly
shocking since one does not
touch the royal person.

I called the British consul
general in Los Angeles for
advice.

“How will I get her to go
where she needs to be?” I
asked.

The consul said she would
walk imperceptibly ahead of
me, and I would indicate where
she is supposed to go from
imperceptibly behind.

He also said that she had a
sixth sense about where she
needed to be.

I asked the consul, “Do I
shake the Queen’s hand?” He
said, “My dear, no one shakes
the Queen’s hand. The Queen
shakes yours.”

The Queen got out of
the car, Mike Deaver, Deputy
Chief of Staff to President
Reagan, presented me and my
husband to her.

It became instantly clear that
she had no clue about where she
was to go, even though a red
carpet was there to guide her.

I awkwardly leaned forward
from a little behind, making
sweeping gestures with my
hand and arm to indicate the
correct direction.

Her first question when she
got out of the car was, “Have
people been waiting long?”
(They had.) There had been a
big destructive storm the day
before, and she asked if there
had been much storm damage.
(There was.)

The brief program went off
without mishap, the twelve as-
signed people were presented to
the Queen, and surrounded by
Secret Service men we walked
across the sunken gardens to
her car. My 15 minutes of fame
were over.

She asked, “Will we see you
later?” I said, “I don’t really
know.” Then she was driven
off to lunch at the Reagan’s
ranch. Soon a Secret Service
man came up and said that the
Queen would like to see me and
my husband again and asked
that we be at the Mission at
3:15 p.m.

We were directed to come
in the back way. A Secret Service
man told us to go back where
we’d come from. The man we
were with said, “You don’t
understand. This is the
mayor and her husband. The
Queen asked them to come
here.” To our considerable
alarm the other Secret Service
man said, “If you come any
closer I will have to shoot
you.”

The first man was about to
protest again when he suddenly
said, “Oh. Of course.” Each
got on their radios.

As we stood in the hallway,
nervously wondering if we
would be allowed in, we could
see through the two sets of
doors to the Queen and Nancy
Reagan in the Mission archive
library, looking at the Mission’s
historic documents.

At last we were cleared to
enter. Still unsettled but much
relieved we walked in. The
Queen graciously presented me
with a gift of a lovely enameled
clock. I’ve never seen anybody
look so deadly serious. That
man firmly told us to go back
where we’d come from. The
man we were with said, “You
don’t understand. This is the
mayor and her husband. The
Queen asked them to come
here.” To our considerable
alarm the other Secret Service
man said, “If you come any
closer I will have to shoot
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Reagan in the Mission archive
library, looking at the Mission’s
historic documents.

At last we were cleared to
enter. Still unsettled but much
relieved we walked in. The
Queen graciously presented me
with a gift of a lovely enameled
clock. In time it will
return to the Mission archives
where it was received.

A member of the History Associates
Board, Sheila Lodge was mayor of
The History department has always played a central role in graduate education at UCSB. In fact, the first PhDs granted by the fledgling graduate program went to History students. Both Georgiana Nammack and Marvin Zahniser received their PhDs in June 1963.

Wilbur Jacobs supervised Georgiana and Alex DeConde Marvin. For ever after, these two sparred over bragging rights to UCSB’s “first” PhD. Georgiana was awarded the PhD for her dissertation on “The Iroquois Land Frontier in the Colonial Era.” She subsequently published *Fraud, Politics, and the Dispossession of the Indians: The Iroquois Land Frontier in the Colonial Period* with University of Oklahoma Press.

Marvin Zahniser received his for "Charles C. Pinckney, Founding Father." His most recent book is *Then Came Disaster: France and the United States, 1918-1940* (2002). In 2008, he became professor emeritus at Ohio State University.

Since that auspicious start, our History PhDs have spread to every continent, except maybe Australia, thought I think we might even have someone there. In our most recent extra-mural review, we found our placement rate (better than 80 per cent) outshone a number of older and well-established programs, including Ivy League schools.

The funny thing is, with all this wealth of talent we have never had a means of staying in touch with this far-flung network. But that finally changed last summer, thanks to the glories of email and UCSB’s highly efficient “Mailman” service, which makes it easy to create large subscriber lists (if you got your *Historía* via email, you’re on such a list; if you didn’t but would like to, please contact me: drake@history.ucsb.edu).

So there is now a History PhD list, with close to 160 names on it, gleaned from faculty memories and previous correspondence. Nobody knows exactly how many PhDs we’ve produced since 1963, but the best guess is around 300, which means we have connected with a little more than half of our graduates.

The biggest gap is in the years between 1963 and 1980. If perchance you read this and know where any of those alums are, or are one yourself, please let us know.

Our hope is that this list will make it easier for our grads to stay in touch with us, and with each other. It will also be a way to figure out when and where reunions will be at the annual meetings—up to now, that’s been pretty much a hit or miss affair.

Putting this list together has been a joy, a chance to reconnect with students I haven’t seen in years and to hear how they’ve done.

In future issues, I expect to have a regular section labeled "Postings," where we can put news about our cherished alums. From the responses I’ve already gotten, there will be something of interest in this section for everybody.

*Hal Drake*
*Editor*