

**ALICE VAN OMMEREN**  
**Public Historian**  
*Researcher, Writer, and Presenter*

## EDUCATION

- Doctor of Education (Higher Education), University of the Pacific
- Master's and Bachelor's of Arts (Sociology), California State University
- Associate of Arts (Liberal Arts), San Joaquin Delta College

## PROJECTS

- [Petaluma's National Historic Preservation Month](#) (2021-Present)  
Coordinate Petaluma's National Historic Preservation Month, where local organizations collaborate to provide a month of events and activities celebrating Petaluma's past. This event is recognized nationwide for celebrating each community's cultural heritage and the importance of preserving local history and historic places.
- [The Wine Data Researcher](#) (2022-2025)  
Developed and maintained a blog to explore data sources, analyze official reports, and interpret research articles. The weekly postings were for wine professionals seeking to use data and research in making business or policy decisions.
- [Stockton in Vintage Postcards](#) (2020)  
Merged two postcard collections, including my own, and created descriptive metadata for 2,000 images, into one searchable and digital archive for the Holt-Atherton Special Collections at the University of the Pacific.
- **Film History Presentation** (2011)  
Delivered *On Location in Stockton for Filming All the King's Men* at the University of the Pacific, highlighting the filming of the 1948 Academy Award-winning movie and showcasing Stockton's mid-century architecture and community involvement.
- **Historic Landmark Nomination** (2009)  
Researched and authored the successful nomination of *the Police and Fire Alarm Station* as a Stockton historic landmark, focusing on its architectural contribution and fire protection innovation.
- **National Register of Historic Places Nomination** (2008)  
Successfully nominated the [Philomathean Club](#) in Stockton for listing on the National Register of Historic Places. The designation was based on research into the club's history, the national women's club movement, and the clubhouse's architecture.

## PUBLICATIONS

- [\*\*Petaluma in Vintage Postcards\*\*](#) (Arcadia Publishing, 2020)  
This book of postcards illustrates Petaluma's identity and pride as it grew from a strategic port location provisioning San Francisco during the Gold Rush to an agricultural and manufacturing town. Its focus on poultry in the early 1900s led Petaluma to proclaim itself "The World's Egg Basket."
- [\*\*Stockton's Golden Era: An Illustrated History\*\*](#) (HPNBooks, 2015)  
Commissioned by the Stockton Convention & Visitors Bureau and the Greater Stockton Chamber of Commerce. The large-format (225-page) illustrated "coffee table" history book tells the story of the city's early era of prosperity, driven by agricultural manufacturing.
- [\*\*Yosemite's Historic Hotels and Camps\*\*](#) (Arcadia Publishing, 2013)
- The book of vintage postcards illustrates the growth of Yosemite's hotels and camps, transportation, and entertainment. It provides an understanding and appreciation for the unique and diverse places made available to tourists throughout Yosemite's history.
- [\*\*Stockton in Vintage Postcards\*\*](#) (Arcadia Publishing, 2004)  
This popular book on postcards contains over 200 images and descriptions of Stockton from 1900 to 1950, including the waterfront, paddlewheel steamers, beautiful hotels, graceful estates, sprawling farm vistas, and early downtown architecture.

## COMMUNITY

- **Petaluma Historical Library and Museum** (2021-present)  
This includes conducting research in the Research Library, representing Petaluma's history at events, and organizing Petaluma's National Historic Preservation Month each year.
- **Marketing Committee, Petaluma Gap Winegrowers Alliance** (2020-present)  
Assist in organizing events, promoting the history of the American Viticultural Area, and managing various projects for the organization.
- **Historic & Cultural Preservation Committee, City of Petaluma** (2021-24)  
Served three years advising the Planning Commission and City Council on preservation projects and policies to ensure Petaluma's heritage is protected and thoughtfully managed.
- **Editor, SFBAPCC Newsletter** (2020-present)  
Editor of the San Francisco Bay Area Postcard Club newsletter, a publication that shares club news and postcard articles from members.
- **City of Stockton Cultural Heritage Board** (2004-08)  
Served a four-year term on a city board that promotes and preserves the community's historical, architectural, aesthetic, and cultural resources. Members advise City officials and others on issues, activities, and events of historical nature.

## PRESENTATIONS

- *How Vintage Postcard Collectors Can Make Use of Artificial Intelligence (AI)*, SF Bay Area PCC (2025)
- *Legacy of the Old Yosemite Village*, Yosemite Sierra Club (2025)
- *Enhance Family History with Vintage Postcards*, San Joaquin County Genealogical Society (2025)
- *Vintage Postcards for Collectors and the Curious*, Finding History Day in Sonoma County (2025)
- *Paul Masson Winery: A Postcard History*, San Jose Postcard Club (2023)
- *History of the Petaluma Gap Viticultural Area* for the Petaluma Gap Winegrowers Alliance (2022)
- *How Italian Swiss Colony Postcards Popularized Wine in America*, SF Bay Area Postcard Club (2022)
- *Yosemite's Historic Hotels and Lodges*, the Yosemite Conservancy Spring and Fall Gathering (2020)
- *La Casa Nevada: The Snow House* for the Sierra Club at the Le Conte Memorial in Yosemite (2019)

## TEACHING

- **Santa Rosa Junior College (2021-22)**  
Vintage American Postcards for Historians, Genealogists, Collectors, and the Curious.
- **University of the Pacific (2014-16)**  
Educational Policy Making and Politics (doctoral course).
- **University of the Pacific, Center for Professional & Continuing Education (2010-11)**  
Stockton's Golden Era (1900-1940): A Source of Identity and Pride.
- **OSHER Lifelong Learning (2010).**  
Historic Architecture of Stockton
- **San Joaquin Delta College (1999-2009)**  
Adjunct Sociology Instructor (Introduction to Sociology, Social Problems, Social Welfare).

## TOURS

- **Mc Evoy Ranch (2021)**  
Led wine and olive oil tours with a focus on the history of the 550-acre family-owned farm in Petaluma.
- **Yosemite Conservancy (2016-17)**  
Guided an annual two-hour tour, "Historic Walking Tour of the Old Yosemite Village."

## WRITING

- "Postcards from the Italian Swiss Colony Winery Helped Popularize Wine in America" in Sonoma County Historian (2019).
- Historical column, [Postcards from the Past](#), in Downtowner, a monthly newspaper publication of the Downtown Stockton Alliance, with a readership of 12,000 (2005-08)

## **TRAINING**

- Basics of Archives, American Association for State and Local History.
- California Wine Appellation Specialist, San Francisco Wine School.
- WSET Level 1 & 2, Napa Valley Wine Academy.

## **AWARDS**

- **Susan B. Anthony Women of Achievement Award** (San Joaquin County Commission on the Status of Women), 2014 - The award was presented for efforts in historic preservation and community education.
- **Captain Charles M. Weber Award** (City of Stockton), 2010 - The award recognizes those who have made extraordinary contributions to the history of Stockton.

## **PAST RESEARCH CAREER**

Three decades of research experience in higher education, including serving as director of a statewide research unit and leading a districtwide institutional effectiveness and planning office. Expertise includes quantitative and qualitative analyses, survey design, database development, and presenting research findings to diverse audiences.