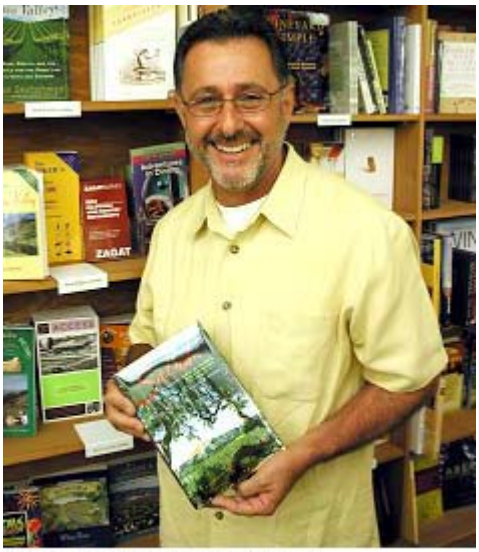

VIC GERACI HOLDS UP HIS BOOK *Salud: The Rise of Santa Barbara's Wine Industry.*

CURRICULUM VITAE

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Associate Director --- Food & Wine Historian
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***Academic Training*:**

Ph.D. History, University of California, Santa Barbara, 1997
- Mentor: Otis L. Graham. Jr.
- Dissertation Topic: *Grape Growing to Vintibusiness: A History of the Santa Barbara, California, Regional Wine Industry, 1965-1995.*
- Fields of Study:
  - General United States History
  - United States Agriculture: 1860 to the Present
  - California Agriculture: 1850 to the Present
  - Urban and Rural Land-Use and Planning

M.A. History, San Diego State University, 1991 (Public History Emphasis)
- Mentor: Raymond Starr
- Thesis: *The Rise & Fall of the El Cajon, California Raisin Industry: 1873-1920*

B.A. History, San Diego State University, 1970

Teaching Credentials Earned:

California Elementary Full Life Teaching Credential, San Diego State University, 1975
California Secondary Full Life Teaching Credential, San Diego State University, 1971

***Teaching Experience*:**

University of California, Berkeley Food & Wine Historian 2003 – Present
- Undergraduate Research Assistant Program, American Studies Courses

Central Connecticut State University, Associate Professor of History 1998 - 2003

University of California, Santa Barbara, Graduate School of Education, Secondary Education Student Teacher Instructor and Supervisor, 1992-1998

University of California, Santa Barbara Teaching Assistant in American History survey courses, 1993-1995

Thomas Jefferson Memorial Foundation Supervisor in Landscape Archaeology, 1988-1992 (summers)

San Diego Department of Education/University of California, San Diego extension classes for Teachers of California History, 1981-1982

Santee School District, Junior High Teacher, 1973-1992

Diocese of San Diego, Elementary Teacher, 1971-1973

Grants and Awards:

Connecticut State University Research Grant Welsh Public History, 2002-2003.
Connecticut State University Research Grant for Henry S. Graves Collection, 2001-2002.
Connecticut State University Summer Curriculum Grant for development of the MS in Social Science and MA in Public History degrees, 2000.
Nominated for a Central Connecticut State University Teaching Excellence Award, 1999.
Connecticut State University Curriculum Development Grant -Public History, 1999.
Connecticut State University Research Grant for the 1999 – 2000 academic year.
Post Doctoral Fellow in Educational Policy for the Dean of Education at the University of California Santa Barbara Graduate School of Education, 1998.
UCSB History Associates Fellow, 1994-1995.
San Diego Historical Society, Institute of History Community History Award, 1990.
California Teachers Incentive Grant- $1,800.00 for curriculum development, 1988.
Santee School District, Santee, California, Teacher of the Year, 1987.
Santee School District, selected as a California Mentor Teacher, 1983-1987.
California Teacher Incentive Grant for $4000.00 for curriculum integration, 1985.
Bank of America Grant for $8,000.00 for curriculum integration, 1982.

Conference, Workshop, Scholarly and Public Presentations:

2007 Westerners History Association paper *Cultural Terroir: Defining Self and the Bay Area Region with Food and Wine,* Oklahoma October 2007.2007.
Pacific Coast Branch-American Historical Association Conference. Paper;"Teaching Morality Policy Through Documentaries: A Case Study of the California Wine Industry's Twentieth-Century Struggle with Governmental Policies and Neoprohibition." Hawaii, July 2007.
Symposium Presenter. 2nd International Wine Tourism Show Destinovino, 12 April 2007, Logroño, Spain.
Lecture "Italian Wine's Transatlantic Journey to California and Back Home," delivered November 15, 2006 for the exhibit Planting Roots, Reaping the Harvest: The Contribution of Italian Immigrants and their descendents to the Napa and Sonoma wine industry.
Presenter, COPIA Taste 3 in Napa, July 13-16, 2006.
Westerners History Association presentation *Creating and Consuming Terroir*, Santa Barbara, April 2005.
Organization of American Historians Annual Meeting panelist for "Public Historians and their Publics: Toward Practical Theory of Public Presentation." San Jose, 2005.
American Historical Association Annual Meeting, paper *Reminiscing and Creating One's Personal History*, Seattle, 2005.
Mi Piaci presentation *"Vino Italiano passeggiata transatlantica all'Americano e sostiene la casa."*(Italian wine's transatlantic walk to American and back home.) Berkeley, California, November 2004.
California Council for the Promotion of History Moderator for the session *Regional*

Voices From a Turbulent Time. Eureka, California, September 2004.

UC Berkeley Regional Oral History Office Summer Institute Staff, 2004 – 2006.

Western History Association conference paper *American Vintibusiness: Family Farm to Global Business, 1950-2000*, Fort Worth Texas, October 2003.

Santa Barbara Historic Trust presentation, *Santa Barbara Wine Industry*, January 2003.

ASCH conference paper *Yale and the School of Forestry's influence on the Connecticut Landscape*, November 2002.

Curriculum development and teacher workshop presenter for the Connecticut Public Affairs Network, Inc. *State Government Curriculum Project*, 1999 – 2001.

Grape Farming to Vintnibusiness. Paper for the Agricultural History Society 80th Anniversary Symposium, Mississippi State University, 1999.

Historic Preservation as Part of Community Visioning: A Santa Barbara Case Study. American Planners Association of Connecticut, Conference at Central Connecticut State University, January 1999.

Santa Barbara Planning History, presenter for the Santa Barbara City Council and "Visioning" Committee, 1997.

Santa Barbara County Wine History, presenter for the Santa Barbara County Vintners Association, 1996.

Santa Barbara's Stearns Wharf, presentations for the Santa Barbara Rotary Club, Earthling Bookstore, Santa Barbara City Council, Santa Barbara Business Women's Association, Westerners, and Santa Barbara Historical Society, 1995.

Depression Era Architecture in Santa Barbara, California, a presentation for the California Historical Society, 1994.

El Cajon, California, presentation for the San Diego Historical Society, Institute of History, 1991.

Oral History for Classroom Teachers, a workshop for the Santee School District, 1989.

Themes in American History, a presentation for the Santee School District, 1982.

Economics in History, a presentation for the California Boards of Education, 1980.

Professional Memberships:

Organization of American Historians
National Council for Public History
Agricultural History Society
Association for the Study of Connecticut History
Oral History Association
American Historical Association

Teacher Training Experiences:

Central Connecticut State University Coordinator of Secondary History/Social Science Program --- Teaching Methods Instructor and student teacher coordinator.

U.S. History AP Teacher Trainer and Workshop Presenter, CCSU 2000-2001. Curriculum development and presenter for Secondary Classroom teachers. In coordination with Paul Peterson, CCSU Political Science, The Center for Social Research, and CTN. 2000 – 2002.

Hartford Courant Newspaper in Education (NIE) advisory committee

Teacher Training Experience continued:

Central Connecticut State University BS ED History/Social Science Program Coordinator, 1998 to 2003.

University of California Santa Barbara History/Social Science Instructor and Student Teacher Supervisor, 1992 –1998.

Avenues for Bilingual Resources in Education (ABRE) ---UCSB 1995-1998.

California Three Rs Project Educating for Citizenship in a Diverse Society--- 1995.

National Geographic Alliance, lead teacher, 1988.

ISTEP (Multicultural teaching) San Diego State University, lead teacher, 1987- 1990.

Publications:

Geraci, Victor W. *USDA Region 5 Forestry Conversations on Firescope, Public Relations, Changing Workforce and Timber(Working Title)*. USDA Forest Service Publication, in progress, 2008.

Geraci, Victor W. "Cecilia Chiang and American Mandarin Cuisine," in Gordon Bakken ed., *Modern American Women of the West*, forthcoming 2008.

Geraci, Victor W. *"Vino Italiano passeggiata transatlantica all'Americano e sostiene la casa."*(Italian wine's transatlantic walk to American and back home) in Gordon Bakken and Alexandra Kindell eds., *Encyclopedia of Women in the American West* , expected publication 2007.

Geraci, Victor W. Exhibit review of the National Steinbeck Center Museum. Leti M. Bocanegra, Exhibits and Technology Manager, Margie Harrison-Smith, Curator of Education & Public Programs. Salinas, California, for the Public Historian, forthcoming 2007.

Geraci, Victor W. review of James E. Mc Williams. *A Revolution In Eating: How The Quest for Food Shaped America*. New York: Columbia University Press, 2005 for H-Net, 2006.

Geraci, Victor W. Exhibit Review of "Gift of the Gods," Canadian Museum of Civilization In *The Public Historian*, Fall 2005.

Geraci, Victor W. *Region Five Remembers: A Forestry Oral History*. USDA Forest Service, July 2005.

Geraci, Victor W. "Fermenting a Twenty-first Century California Wine Industry," *The Journal of Agricultural History*, 78:4 (Fall 2004): 438-465.

Publications Continued:

Geraci, Victor W. review of *Harder Than Hardscrabble: Oral Recollections of the Farming Life from the Edge of the Texas Hill Country* edited by Thad Sitton; *Country Women Cope with Hard Times: A Collection of Oral Histories* edited by Melissa Walker; *So They Understand: Cultural Issues In Oral History* by William Schneider; *Beloved Land,* and *An Oral History of Mexican Americans in Southern Arizona* collected and edited by Patricia Preciado Martin forthcoming for the *The Public Historian*, Fall 2004.

Geraci, Victor W. *Salud: The Rise of Santa Barbara's Wine Industry*. Reno, Nevada: University of Nevada Press, 2004.

Geraci, Victor W. "Wine, Women, and Song," In Gordon Morris Bakken and Brenda Farrington, eds. *Encyclopedia of Women in the American West*, Thousand Oaks, California: Sage Publications, 2003.

Geraci, Victor W. "Vintibusiness: The History of the California Wine Industry 1769 to The Present," in Gordon Morris Bakken, ed. *California History: A Topical Approach*, Wheeling, Illinois: Harlan Davidson Inc., 2002.

Geraci, Victor W. review of *Connecticut's Ames Iron Works: Family, Community, Nature, and Innovation in An Enterprise of the Early American Republic* by Gregory Galer, Robert Gordon, and Frances Kemmish for the *Journal of Connecticut History,* Spring 2002.

Geraci, Victor W. Encyclopedia Entries. for *The Encyclopedia of American Political History*. Congressional Quarterly Inc., 2002.

Geraci, Victor W. review of *Yankee Modern: Folk Regional Identity in the Sawmill Valley of Western Massachusetts, 1890-1920* by Michael Hoberman for *The Journal of Agricultural History*. 4:4 (Fall 2001); 522-524 .

Geraci, Victor W. review of *Teaching Sex: The Shaping of Adolescence in the 20th Century* by Jeffrey Moran for *The Journal of History of Sexuality*. 103/4 (Spring 2001); 561-563.

Geraci, Victor W. review of *More Than Petticoats: Remarkable California Women and It Happened In Northern California* by Erin H. Turner in *The New Mexico Historical Review*. 75:3 (Spring 2001); 430-431.

Geraci, Victor W., Volume Consultant for *Depression America: Volume 3 Countryside and City.* Danbury, Connecticut: Grolier Educational, 2001.

Geraci, Victor W. Exhibit review of "Tours and Detours," by the Connecticut Historical Society for *The Public Historian*. 22 no. 4 (Fall 2000); 79-80.

Publications Continued:

Geraci, Victor W. "The Family Wine Farm: Vintibusiness Style." *The Journal of Agricultural History* 74 no 2 (Spring 2000); 419-432.

Geraci, Victor W. review of *A Passion for the Past: Creative Teaching of U.S. History* by James A. Percoco in *The Public Historian* 22 No2. (Spring 2000); 82-84.

Geraci, Victor W. "Learning and Teaching Styles: Reaching All Students," in Karolyn Smardz and Shelly Smith eds. *The Archaeology Education Handbook: Sharing the Past With Kids.* Altimira Press, 2000.

Geraci, Victor W. review of *American Farms: Exploring Their History* by R. Douglas Hurt in the *Public Historian* 21 (Winter 1999): 129 –131.

Geraci, Victor W. review of *A Companion to California Wine* by Charles Sullivan in the *Journal of Agricultural History* 73 (Summer 1999): 376 - 378.

Geraci, Victor W. *Your Place In the World: A Project on Human Rights and Responsibilities*. Santa Barbara, CA: Nuclear Age Peace Foundation, 1998

Graham, Otis L. Jr**.,** Sarah Harper Case, Victor W. Geraci, Susan Goldstein, Richard P. Ryba, and Beverly Schwartzberg. *Aged In Oak: The Story of the Santa Barbara County Wine Industry.* Santa Barbara, California: Cachuma Press, 1998.

Geraci, Victor W., ed. *Archaeological Teaching Strategies for Secondary Schools*. Publication for The Society For Historical Archaeology, 1997.

Dodd, Douglas W., Victor W. Geraci, and Fermina Brel Murray. *A Short History of Waterfront and Downtown Planning In Santa Barbara, California*. Santa Barbara, California, Santa Barbara City Council, 1997.

Geraci, Victor. *Santa Barbara New House: The First Forty Years, 1955-1995*. Santa Barbara, California: Santa Barbara New House, Incorporated, 1995.

Graham, Otis L. Jr., Robert Bauman, Douglas W. Dodd, Victor W. Geraci and Fermina Brel Murray. *Stearns Wharf: Surviving Change on the California Coast*. Santa Barbara, California: Graduate Program in Public Historical Studies, 1994.

Geraci, Victor W. "The El Cajon, California, Raisin Industry: An Exercise in Gilded Age Capitalism." *Southern California Quarterly* 74 (Winter 1992): 329-354.

Geraci, Victor W. "El Cajon, California 1900." *The Journal of San Diego History* 36 (Fall 1990): 221-233.

History and Related Work Experience

Associate Director, University of California Berkeley Regional Oral History Office, 2005-Present.
Food and Wine Historian UC Berkeley Regional Oral History Office 2003 – Present.
Historical Consultant for the Museo Italiano, San Francisco, California, 2006.
Editorial Board for the *Journal of San Diego History*, 2006-2008.
Editorial Board for the *Journal of Connecticut History*, 2000-2008.
Blind Reader for the University of California Press and Journal of Agricultural history.
Director of the CCSU Sicilian Initiative and the Sicilian Diaspora Project, 2001-2003.
Historical Consultant for the CCSU Applied Political Studies Archives, 2001-2003
Academic Program Director for CREC summer Political Studies Program for Connecticut High School Students, 2001.
Oral History Consultant for the CCSU Governor O'Neill project, 2000- 2002.
Historical Consultant for CTN Connecticut Public Broadcasting of Legislative session. For development of Secondary Teaching Materials. 2000-2002.
Historical Consultant for Klingberg Family Center, New Britain, CT --- Historical Documentary Film on American Orphanages --- 1999 - 2001.
Curriculum Director for the Nuclear Age Peace Foundation's "Your Place In the World: A Project on Human Rights and Responsibilities," 1997-1998.
Community Environmental Council (CEC), Environmental Defense Council (EDC), Citizens Planning Association (CPA) joint environmental history of Santa Barbara County, contracted historian 1997-1998.
City of Santa Barbara Waterfront and Downtown "Visioning" for the Twenty-first Century, contract historian, 1997.
New House Men's Alcoholic Recovery Home, contract historian, 1996.
Casa Serna Women's Alcoholic Recovery Home, contract historian, 1996.
Lily Foundation, *High Hopes Long Odds*, contracted researcher and writer, 1995.
Santa Barbara Municipal Airport Master Plan Historical Context, Contract work for San Buenaventura Research Associates, 1994.
California Council for the Promotion of History registered historian # 596.
McKinley Elementary School in the Santa Barbara School District, completed the application for historic landmark status. This included presentations before the Santa Barbara School Board, Santa Barbara Landmarks Commission and the Santa Barbara City Council, 1993.
University of California, Santa Barbara, Library Supervisor, 1993.
Thomas Jefferson Memorial Foundation Summer Archaeology Field Supervisor, 1991.
Corporation for Jefferson's Poplar Forest- -Archaeology summer staff, 1990.
El Cajon Historical Society--El Cajon, California, 1989 Public History Internship.

Courses Taught at the University Level;

University of California, Berkeley;

American Studies 102; Examining U.S. Cultures in Place. The "Cultural Terroir" of the Bay Area.

American Studies 110; Topics; "Voices from the Vineyard," Oral History and the California Wine Industry and Bay Area Cultural Terroir.

Undergraduate Research Assistant Program 2003-2007. Instructor.

Central Connecticut State University:

History 262 Survey American History 1877 to Present
History 310 Community History
History 410 Writing Local History
History 465 American Economic History
History 428 American History 1933 to the Present
History 490 Senior Seminar
History 493 Directed Readings in Oral History
History 497 Sicilian Diaspora and Field work in Sicily
History 510 Introductory Graduate Seminar in Public History
History 511 Graduate Seminar in Oral History
History 593 Directed Reading for Master's in History
History 598 Graduate Master's Advisor
SSCI 414 Teaching Middle Level History and Social Science
SSCI 415 Teaching Secondary History and Social Science
SSCI 421 Student Teaching Seminar

Continuing Historical Research;

- Food, Viticulture and Viniculture --- continued research on regional food and wine industries (Vintibusiness) and creation of a synthesis history of the interaction and interdependence of the Napa wine industry with smaller California (Temecula and Santa Barbara), state industries in New England, New York, Virginia, and Texas, and the international wine regions in New Zealand, Australia, Sicily, Argentina, Chile, and South Africa.
- Manuscript Research for Cultural Terroir project
- USDA Region Five Forest Service Oral History Publications
- Documentary – Prohibition and its effects on the California Wine Industry