

The UC Riverside Emeriti and Retirees' Associations
cordially invite you to its

Fall Virtual Luncheon

Friday, September 24, 2021

Virtual luncheon will be via Zoom. Login
instructions will be provided in the
registration email.

11:30 a.m. - 12:00 p.m. **Social**
12:00 - 1:00 p.m. **Presentation**

Featuring

Dr. Vincent Moses

CEO and Principal VinCate and Associates Historical Consultants

"UCR Modern, 1954-1970: Iconic Architecture Defines a New Liberal Arts Campus"

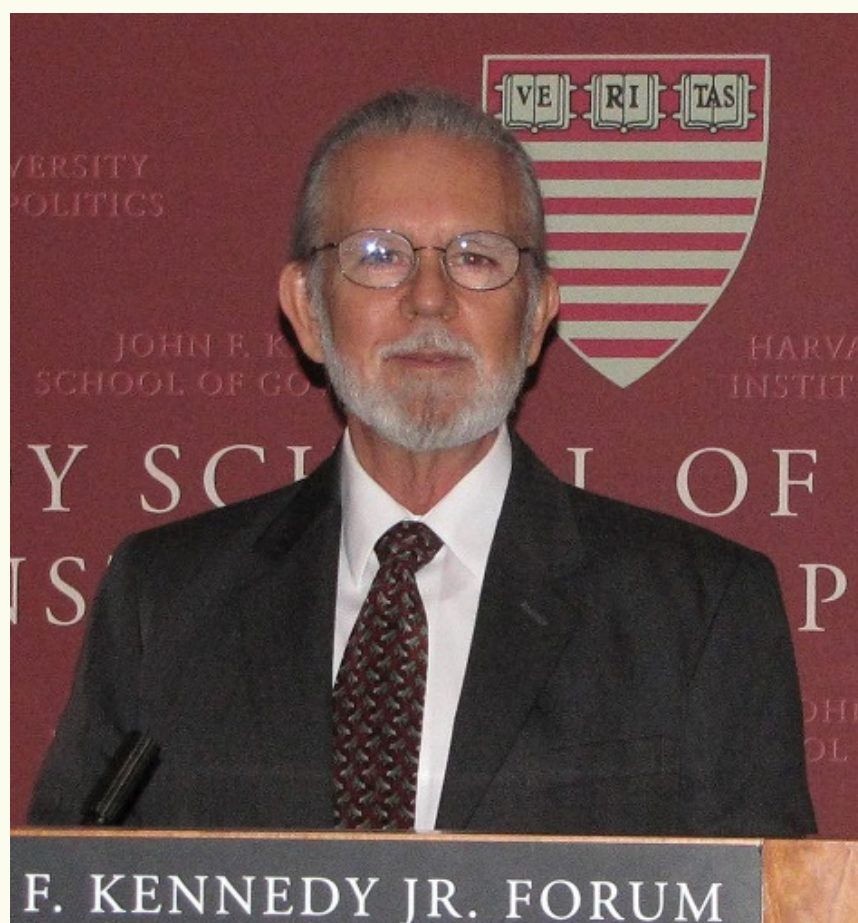
How to Register

Complete the Fall Luncheon registration web page
by Thursday, September 23, 2021.

https://ucriverside.az1.qualtrics.com/jfe/form/SV_26850ixgRZ04nJQ

For questions, please email retirees@ucr.edu.

Speaker Biography



Dr. Moses is a scholar of the diverse cultural history of Southern California, from the citrus era to the modern megalopolis. He is a specialist in New Social History in museum interpretation, with scores of museum exhibitions to his credit, and an authority on the Arts and Crafts Movement in California, and co-author of architectural design guidelines for the Mount Rubidoux Historic District, Riverside CA. He is a published author with scores of Museum catalogs and publications, and scholarly articles in journals such as Harvard's Business History Review, California History, and the Journal of Church and State. He and his wife Cate authored

The Victoria Club: A Centennial Edition in 2003, upon the recommendation of UC Riverside Interim Chancellor David Warren.

He has consulted for video and film documentaries relating to California history, the West, and overseas immigrants from Mexico, China, Japan, and Korea. These projects have included HGTV, *Restore America*; "Two Hundred Years of the Chinese in America" for Chinese World Television; "When They All Still Lived" with UC Riverside, and on KCET documentaries such as the LA History Project, *Road Trip to Riverside* with Huell Howser, served as primary historian for a multi-series documentary on the development of water delivery in the arid Southwest for Canadian Broadcasting Corporation, and as a commentator for BBC Radio 4, regarding the Birth of the Big Orange, among others.

Moses is the chief consulting Museum historian for the development of California Citrus State Historic Park in Riverside, California from 1982-present.

Currently, Moses and wife Cate Whitmore operate VinCate and Associates, a consulting firm specializing in historic preservation and Museums.

He is working on a book entitled *Branding the Sun: California Orange Growers and the Epic Battle for America's Breakfast Table*. Vince and Cate have recently published a book about noted Riverside architect, Henry L. A. Jekel entitled *Henry L. A. Jekel: Architect of Eastern Skyscrapers and the California Style, 1895-1950*.

Moses' served as president of the International Relations Council of Riverside, Inc., 2008-2010, and vice president of the Old Riverside Foundation. He was on the founding board of the Riverside African American Historical Society, and adviser to the Civil Rights Institute of Inland Southern California, among other organizations.

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