

ANNUAL REPORT 2001-2002



Wenham Museum

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*The Mission
of the
Wenham Museum
is to protect,
preserve,
and interpret
the history
and culture
of Boston's
North Shore,
domestic life,
and the artifacts
of childhood.*

On the cover:

The Year is 1864, and Mistress Elizabeth Tuck Thayer, center, poses with her group from the Sumner Civil War Camp. In reality Mistress Thayer is the Museum's Education Director Carolyn Simmonds, and kids participating in the Civil War program spend a week at the Museum playing the parts of Civil War Soldiers- both Union and Confederate. They are a few of the 4,771 children served each year through Wenham Museum education programs.

From the President and Executive Director

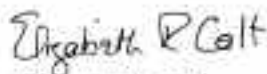
The Wenham Museum is first and foremost an educational organization dedicated to creating informative, fun, and educational programs for all and serving as a community resource. We have had one of our most successful years ever in meeting that mission with a record 3,645 students, 1,080 adults, and 1,126 children visiting the Museum for programs. Our special events also attracted thousands of visitors to the North Shore Antiques Show, Summer Craft Fair, Holiday Artisan Fair, and Railroad Hobby Show. In total, 33,734 people came to a program or event, blew out the candles at a Museum birthday party, or simply enjoyed the galleries and exhibits, showing us how valued our Museum is to our schools, our families, and our community.

Of special note in a year marked by tragedy in our country was the unsurpassed support given to the Museum throughout months of change and uncertainty. The Annual Appeal raised a monumental \$153,000 with the generosity of hundreds of individuals and one extraordinary family who challenged others to match their giving. The Museum Council created the most successful Antiques Show ever, raising over \$90,000 for our educational programs and mission and bringing a superb show to the heart of the North Shore.

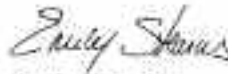
Following the completion of our Long Range Plan in 2000, the Board of Trustees turned their attention to creating a financial map for our future. Five years later, our "new" Museum is fulfilling the promise of the new facility and a clear financial outline is even more important for the Board to chart our progress. With the help of Executive Service Corps, the Board conducted a detailed review of our growth in services and expenses. ESC gave us guidance on how our Museum can continue to grow in an uncertain economic climate.

We all share the successes we have reached together. Thank you to our dedicated trustees, staff, volunteers, and all who have worked so hard to teach our visitors and sustain our museum.

With best wishes and many thanks,



Elizabeth R. Colt
President,
Board of Trustees



Emily Stearns
Executive Director

Education

2001-2002 was a banner year for the museum's school programs with a record 3,645 students visiting the galleries.



School programs bring students from throughout Essex County, Eastern Massachusetts, and Southern New Hampshire to the museum's galleries to discover the region's history and culture.

Elementary school students dip candles, card and spin wool, and use a loom in Colonial Household; scratch letters with a quill pen on a horn book and recite lessons from their primers in Colonial School; and grind coffee and spices, churn butter, and bake ash cakes in Colonial Cooking. Kindergartners can visit Joanna McClafflin in her 1660 home for a Fireside Chat and learn that M is for Museum and "e" is for exciting and exploring exhibits. Observational skills are honed in the Doll Detective program and budding architects are found in Building for the Future. New this year were special programs for students offered in conjunction with our exhibitions *Cows in the Parlor: New England Dairy Farmers* and



"Thank you for showing me what life was like in 1647. Also I liked the Clafflin Richards House because all the old things that they used and how they lived."

Stephanie, grade 3,
Manchester-by-the-Sea

Their Land; Sweet Tooth: New England's Fascination with Candy; and Once Upon A Time: Art of Follies. Students can also display their own creativity in the Student Art Gallery where art classes from kindergarten through high school showcase their work. Forty schools in Essex County participated in the Student Art Gallery this year.

As a community center and resource, the museum offers public programs for all ages. The Museum introduced its Monthly Lecture Series in October with Smithsonian Curator Edith Mayo discussing the new installation of *The First Ladies' Gowns*. Eight other presentations ranged from the Essex County shoemaking industry to antique books. Artisan Workshops brought the skills and traditions of the past to new generations in courses on doll making, model railroads, and herb gardens. Two puppet shows and Native American storytelling fascinated families. For children, our series of Toddler and Pre-School Craft programs continue to be extremely popular as were our Fun Days for 6-12 year olds celebrating Native American traditions and Harry Potter (of course). Summers are filled with the sounds of our campers. Three Summer Camps put children in costume and in character — Native American, Colonial Camp, and Civil War (2 sessions).

"I had a lot of fun writing with the quill pen. I also thought that the old house was really cool. I want to come back soon."

Phoebe, grade 3, Joshua Eaton School, Reading



We served

*3,645 students,
1,126 children
and 1,080 adults
in
118 school programs
for 55 schools,
88 children's programs,
4 summer camps,
8 family programs
and 15 adult programs.*

Exploring American ingenuity, from candy making to cameras.



Special exhibitions introduce new collections to our visitors and explore new themes in our mission. Subjects ranged from the milking parlor to candy to accessories, all contributing to the interpretation of the history and culture of our region, domestic life, and the artifacts of childhood.

Three major exhibitions were curated by the Museum for the Thompson Gallery. *Cows in the Parlor* examined the current economic issues facing dairy farms in Massachusetts and the continuing debate over land preservation. A full size cow for visitors to milk elicited many a giggle from novice farm hands. *Sweet Tooth* held more than a hint of nostalgia for many who remembered childhood favorites such as Squirrel Nut Brand and Chicken Dinner chocolates. The oldest candy company in America, Ye Olde Pepper Co., is still making gibraltars in Salem as they have since 1802. Fourteen artists displayed their original illustrations from children's fairytales in *Once Upon A Time*, an

"My favorite activity was making the fairies because I like doing art projects."

Caitlyn, grade 2, Cutler School
Hamilton-Wenham



enchanting visit to the land of folktales. Caldecott Winner Paul Zelinsky's illustrations from *Rapunzel* and *Rumpelstilfskin* were favorites for all.

In addition, selections from our collections were given greater exposure through exhibits in the West and Egbert Galleries: *The Final Touch: Fashions and Accessories 1860-1950*; *Remember Me: Quilts from the Collections*; and *The Honourable Cordwainer: Shoe Making in Essex County*. Please see the complete list of special exhibitions on the back cover.

Beginning with the first acquisitions of the Claffin-Richards House and the International Doll Collection eighty years ago, the museum has carefully built its collections by acquiring artifacts which are consistent with our mission. This permanent collection now numbers 27,500 artifacts as detailed to the right.



Costumes	8,594
Photographs/ negatives/images	5,300
Dolls	5,100
Toys	2,200
Library	2,000
Textiles	1,650
House and furnishings	1,326
Paper ephemera	1,000
Local industries (shoe and ice)	230
Archaeological	100

Development and Membership



Donations, grants, and membership fees generously given by our Museum community provide support for our operating budget and special projects. These funds allow the Museum to offer a wide range of public exhibits, programs, and events which are affordable to our diverse audiences. Gifts to the Museum take many forms including membership, planned giving, the Annual Appeal, gifts in kind of goods and services, sponsorships, and gifts of stock and securities. These gifts ensure that support comes from a broad base and reflects the interests and aspirations of our audiences.

Gifts From Individuals and Families

Annual Appeal

Under the leadership of co-chairs Rosemary L. Campbell and Peter A. Hersee, the 2001-2002 Annual Appeal raised \$153,908.05 from 280 individual, foundation and business donors, including 100% participation from the Board of Trustees. Annual Appeal gifts provide unrestricted funds for every facet of the Museum's daily operations. Every gift, from ten dollars to ten thousand, helps bring a school group to the Museum, create an exhibit, fund a program, or restore an antique toy. In addition, Annual Appeal funds alleviate overhead costs such as buying heating oil, paying the electric bill, and maintaining the buildings. The Annual Appeal is at the very heart of our fund raising efforts, and the Museum thanks each and every donor.

Membership

The Museum continues to enjoy the support of over 1,250 member households, and members include families, individuals, and senior citizens. Eighty-eight percent of our member households are located within Essex County, with about half of those in Hamilton and Wenham. Membership opportunities are comprehensive, and membership packages fit everyone from a single retiree to a family with children and grandparents or even a nanny.

Special Gifts

Individuals and families supported programs which would otherwise be unavailable, such as the Edith Mayo Evening Lecture which was sponsored



by the Patton Family. Mrs. Ruth S. West sponsored the Museum's calendar, and other gifts supported conservation efforts, professional development, membership drives, and many special projects.

Corporate Gifts

The Corporate Membership Program flourished under the direction of the Corporate Advisory Committee, a group of local business leaders chaired by Lawrence M. Smith, President and CEO of Beverly National Bank. Carefully tailored for the needs of small neighborhood businesses as well as large national corporations, the program attracted thirty-three members in 2001-2002.

Corporate Sponsorship was significant for the Museum's special events such as the North Shore Antiques Show to Benefit the Wenham Museum, which received \$61,000 in business support through sponsorships, advertising, and booth rentals. Local companies support programs, such as the Evening Lecture Series sponsored by Henry's. Exhibit support was provided by Schylling, Leslie S. Ray Insurance Agency and Beverly National Bank, while other businesses provided goods or services throughout the year valued at over \$12,000.

Public and Private Grants

Foundation, corporate and government grants provided \$44,000 in support for special projects as well as general operations. A wide range of federal, state, local and private agencies supported Museum activities including the Essex National Heritage Commission for the Claffin-Richards House roof and Native American programs; the Massachusetts Cultural Council for operating support; the Massachusetts Foundation for the Humanities which supported the Margaret Bruchac family and teacher programs; the AARP Foundation which funded a part-time staff member; and the Frances R. Dewing Foundation which provided funds for Around the World With Miss Columbia.



Development and Membership



Special Events

The Museum Council presented the 2002 North Shore Antiques Show to Benefit the Wenham Museum on the first weekend in May. Co-chaired by Marcie Hunsaker and Paula Jerome, the Show took in \$93,000, with proceeds supporting the Museum's School Education Programs. The Show's Preview Party, co-chaired by Paula Shorts and Mary Dearborn, was attended by nearly 300 Museum friends, one of the largest receptions in the Museum's history.

The Museum presented three cherished community events, the 29th Summer Craft Fair in August (held in conjunction with the Wenham Tea House, the Wenham Library and Wenham Fire Department), the Holiday Craft Fair in November, and the 12th Annual Railroad Hobby Show in January. Together they raised \$21,800 and attracted 5,000 visitors to the Museum.



Gifts In Kind

Corporations and individuals generously donated a wide range of goods and professional services valued at \$19,915. These included a pop-up tent given by Dawson's True Value Hardware for the Summer Craft Fair; a Toro snow thrower given by a member family; and photography provided by both Laetitia A. Rodde and Andrew Swaine for the Antiques Show.

Volunteers

The museum truly could not exist without the dedication of over two hundred fifty volunteers. Some, like Train Curator Ben Merry, volunteer full-time hours and can nearly always be found working somewhere in the Museum. Others stop by to lend a hand for a few hours setting up an exhibit. Our volunteers serve as docents, educators, receptionists, legal advisors, decorators, painters, researchers, fixer-uppers, and friendly advisors. They contributed 17,000 hours to the museum, representing a dollar amount equal to nearly one-third of our total budget. To each and every one of our volunteers we extend our gratitude.



Member Household Snapshot

Senior Individual	152
Senior Dual	57
Individual	103
Family	734
Family PLUS	103
Contributing	52
Sponsoring	6
Library	1
Complimentary	83
Total Households	1,284

Member Geographic Distribution

Hamilton-Wenham	44%
Other Essex County	44%
Other Massachusetts	9%
USA & Foreign	3%

Member Loyalty

Member over 5 years	5%
Member 3-5 years	47%
Member 1-3 years	28%
Joined this year	20%



Program Attendance

School Programs	
Students	3,645
Schools	55
Cities and Towns	23
Public Programs	
Adult Programs	203
Family Programs	443
	<i>(adults & children)</i>
Children's Programs	1,514
	<i>(adults & children)</i>
Summer Camps	46
	<i>(children)</i>

ATTENDANCE 9,496

TOTAL MUSEUM ATTENDANCE 33,734

Visitor Geographic Distribution

Essex County residents	60%
Other Massachusetts	15%
Other USA	23%
Foreign	2%

Purpose of Visit

General	62%
School Trip	13%
Special Event	11%
Public Programs	7%
Facilities Rental	7%

General Visitors

Members	37%
Non-Members	63%

Of all Non-Member Visitors:

Adult	45%
Children to age 16	44%
Seniors	11%



"I liked the trip to the Museum. My favorite part was building my own structure."

*Jake, grade 1,
Hamilton-Wenham*



Special Exhibitions 2001-2002

Thompson Gallery

Cows in the Parlor: New England Dairy Farmers and Their Land
Sweet Tooth: New England's Fascination With Candy
Once Upon a Time...Art of Folk Tales

Egbert Gallery

Tweet, Squeak & Spin
The Honourable Cordwainer: Shoe Making in Essex County
Continental Connections: Trails to Rails

West Gallery

The Final Touch: Fashions and Accessories 1850-1950
Remember Me: Quilts from the Collection

Lobby & Stairwell

Erika Sonder's Portable Herbarium
Wheeling Through Wenham: Benjamin Conant Photographs
In the Heart: Fabric Art by Salley Mavor
Cameras: Pinhole to Polaroid
Spirit of the Flag through Children's Eyes



WENHAM MUSEUM



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Hours: Tuesday – Sunday 10AM-4PM
Closed Mondays and major holidays



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the Institute for Museum and Library Services,
the Massachusetts Cultural Council and from
private sources.