2009–2010 Building On Our Strengths

Firing Up the Kiln

Quilts from the OSV Collection

Summer Events
Building On Our Strengths

2009-2010
OLD STURBRIDGE VILLAGE ANNUAL REPORT
A message from our President and CEO Jim Donahue

OLD STURBRIDGE VILLAGE is a fitting place to learn a history lesson in how to deal with challenging times and still move forward and prosper in the face of great adversity. That lesson definitely played out this year during one of the most difficult economic periods this country has experienced over the last 60 years.

Just knowing that generations before us endured tough times certainly inspired us as we navigated through this severe recession and charted a course toward renewed success for OSV.

Many of us across the country are making do with less these days. We are simultaneously looking for ways to value and enhance what we already have. Here at OSV, we continue to look for ways to improve the experience of our Members and visitors while keeping costs down.

In 2009, we at OSV learned an important lesson: Adapt to life’s challenges, build on our strengths, and continue to look to the future.
As a living history museum with a national reputation for providing an authentic early New England experience to our visitors, our organizational strength has always been the people who comprise our community — Members, volunteers, visitors, donors, and staff. When visitors tour the historic Village workshops, mills, and farmhouses, they see a re-created community where all residents rely on each other and have contributions to make — from the blacksmith to the potter to the farm wife — and I believe visitors leave with an appreciation of how important each of us is to keeping our own communities thriving.

And so it is with the OSV today — with everyone pulling together in the same direction, much like a determined team at one of our ever-popular “French & English” tug-of-war games. My colleagues and I have all found ourselves pitching in more than once to troubleshoot in an area that earlier would have been someone else’s job, and we have relied heavily on our trustees and program volunteers. It’s a great feeling to know that we all share in the responsibility — and the success — of what OSV has accomplished this year.

Surely 2009 was one of global economic crisis, and in a crisis there is always an instinct to hunker down, to protect yourself and not take risks. But in 2009 OSV chose a different path. We chose to put our focus and resources behind protecting the museum’s frontline staff and historians in costume. Our OSV interpreters are an amazing group of people and we honor their talent to bring history to life every day for our visitors. People remark to me all the time how much our interpreters help them understand the bigger picture of our past, and how critical they are to the experience. Our historians in costume are what distinguishes us from so many other places.

Never Let a Good Crisis Go to Waste

Our Yankee ingenuity certainly came in handy last year, as the uncertainty of the recession forced us to make some difficult decisions, including eliminating management positions, not filling others, and reducing other expenses. We focused on retooling programs and created new exhibits. Our trustees rolled up their sleeves and set about to increase fundraising. Our goal was to turn an incredibly tough financial year into one of opportunity to initiate new programs, revitalize our donor base, and renew our appreciation for, and tenacious commitment to, OSV’s mission.

It Worked!

Operating revenue increased by more than $2 million and the cost-reduction plan initiated in January 2009 reduced our expenses by $800,000, which allowed us to end the year with an operating surplus. The net improvement for the year was more than $1 million, an astounding turnaround achieved in just one year!
The Treasures of our Collection

I have been thinking a lot recently about our collection and this year we developed a plan to bring more of our antiques out of hiding to share with our visitors. Did you know that ninety percent of the OSV collection of artifacts are in storage and tucked away from the public view? In our first new gallery exhibit in almost three years, Convenient & Fashionable: Furniture of Inland Massachusetts, 1790-1830, opened in the Visitors’ Center and highlights locally crafted furniture. This opening marked the beginning of a five-year plan to rotate more of our collections through temporary exhibits.

Our newest permanent visitor exhibit opened in May 2009, Farms, Families, and Change: New England Farming and Rural Life. Funded by the National Endowment for the Humanities and several local funders, the exhibit resonates with many visitors interested in the popular “eat fresh, eat local” movement. The exhibit examines where our food comes from, the different agricultural technologies developed in the early 19th century, and how our farming past affected and continues to impact our New England landscape. Four different sections of the exhibit are spread across the OSV campus, including a full-size replica cow that children can “milk” and a farm wagon loaded with goods for market they can inspect and climb upon. To accompany the new exhibit, we hosted community lectures and other workshops.

Education Programs Booming

As an educator, I think one of our most exciting achievements this year has been the increase in school group attendance, a reversal of a decade-long decline in field trip visits. Three important things led to the uptick: we revamped our education offerings, creating a new Village Classroom program; we reached out directly to schools, and didn’t wait for them to call us; and we simplified the registration process for teachers, eliminating the deposit policy and developing an online system for booking trips.

Successful fundraising has allowed us to make our education programs more accessible to schools serving needy children. Most notably, the Hecksher grant covered expenses for all Worcester third graders to visit OSV and we continued to work hard to bring more schools to the museum.

Rethinking Christmas...and Winter

As the economic situation continued to worsen last year, some urged us to take the drastic measure of closing down the Village for part of the winter season to save money. We wrestled with this decision, but determined that shutting down for the winter would eliminate an essential piece of our visitors’ year-round, four-season experience.

However, evaluating this decision prompted us to rethink how we could embrace winter and give our visitors the quintessential New England holiday experience. We took the risky step of doubling our six nights of Christmas by Candlelight to 12 nights — and only nights this time, closing the Village during the daytime hours in December prior to Christmas. Each night, visitors were enchanted by the candlelit magic of a snow-covered New England village, complete with horse-drawn sleigh rides, caroling, Santa Claus, Father Christmas, Yule logs, mistletoe, and many more holiday experiences.

An added bonus on the last Christmas by Candlelight weekend was a spectacular appearance by the most famous team of horses in the world — the Budweiser Clydesdales. Made possible through the efforts of Consolidated Beverages and Yankee Spirits, the team paraded down Route 20 for a “sweet and greet” at the Village and a trot around the Common.

Our Christmas gamble paid off: Attendance doubled for the Christmas programs, and revenue increased by 70 percent. Rethinking and reshaping our Christmas activities allowed more people to join in the festivities and for the entire community — visitors, staff, Members, donors, and volunteers — to celebrate and appreciate the fruits of a very hard year’s work.

The students were very excited about handling the artifacts and creating a trade. As a teacher, I got a lot of ideas to take back to the classroom.”

Nelson Place School
We also introduced a new Hop into History overnight program, and the response has been terrific. For the first time, we offered groups of six- to twelve-year-olds the opportunity to spend the night in the Museum Education building while participating in two days of hands-on studios and activities. It is the perfect experience for Scout groups and schools — and it exposes children to a whole new set of learning opportunities under the stars!

Expanding the college summer internship program enabled us to bring 10 college interns and 24 high school junior interns to the Village, nearly doubling the number of people in costume in the Village. Our campus was energized by their youthful enthusiasm and the Village was humming with activity. We used the dormant Lodges property as housing for the interns, allowing us to attract a wider group of applicants. Looking to the future, our internship program gives us a chance to mentor and train the next generation of interpreters and historians.

OSV Awards to Remember
I felt personally honored to present this year’s President’s Award to former OSV Senior Curator and retired Historic New England President Jane Nylander, who currently serves on OSV’s Collections Committee. Her writing and research has truly extended our understanding of New England’s history and culture, and has contributed tremendously to the museum field.

OSV Trustee Norm Abram, host of The New Yankee Workshop on PBS, was our special guest at a fund-raising brunch and book-signing event at the Oliver Wight Tavern. Norm shared wood-working tips and anecdotes from his years on This Old House to a sellout crowd, many of whom had never been to the Village before.

During 2009 we also joined documentary filmmaker Ken Burns in presenting the second-annual Ken Burns Lifetime Achievement Award to actress Laura Linney in recognition of her powerful portrayal of Abigail Adams in the HBO miniseries John Adams. Linney confided to the rapt audience that at first she found the prospect of playing the role daunting, especially after author David McCullough told her he considered Abigail Adams to be “the greatest American ever.” To prepare for the role and “find” the character of Abigail, Linney said she drew on her experiences in New England, including her very first field trip to Old Sturbridge Village at age six.

People often tell me that they still cherish memories of long-ago trips to OSV, but it was especially gratifying to hear that the Village also worked its magic on someone as luminous and legendary as Laura Linney.

Donor Growth Spurs Stability
Beyond our awards nights, we have plenty to celebrate. Our dedicated donors continue to offer their support and commitment, this year providing a 25 percent increase in gifts and grants, from $1.38 to $1.72 million. This growth was driven by two anonymous challenges — one for $100,000 and one for $250,000 — that were successfully met. Plus, the volunteer-driven 2009 Gala raised more than $90,000, almost double the committee’s $50,000 goal.

The generosity of our donors as a year of such an economic downturn is testament to their hard work and commitment and we are forever thankful.

“Those memories of the Village came flooding back. I remember the animals, I remember the butter churns, the gravel under my feet. Who knew that decades later my memories as a six-year-old would help me portray this really wonderful woman?”

Laura Linney

This year, we have truly lived up to our Yankee heritage of resilience and adaptability. Our region thrives on change, and OSV has proactively responded to the economic downturn by building on its strengths and using innovative ideas to keep us moving toward a much brighter future.

Jim Donahue
President and CEO
Old Sturbridge Village
became aware of Old Sturbridge Village shortly after I came to Worcester in 1966, but only 10 years elapsed before my wife, Mary Ann, and I visited it. It was love at first sight. Over the years we became more involved with OSV, first as young parents bringing our two children to the Village, and eventually becoming members. Now we report that the Village is still working in magic on the newest generation – our grandchildren. The only difference is there is more going on at the Village now than ever before.

Having so much love for the Village in 2001 I was thrilled to be asked (and to accept) to serve on the Board of Trustees – even though this was a task at a time when I was not taking on any more civic responsibilities. I have enjoyed helping the Village behind the scenes as a Trustee and now as Chairman of the Board. So, with a 35-year perspective on the Village, I must say that I have never been prouder of OVS’s accomplishments than it was in 2009.

The year was a gut-wrenching one for sure, due to the uncertainties caused by the global economic meltdown. But, with measured steps and a carefully thought-out strategy, OVS President and CEO Jon Dougher successfully navigated the Village through the crisis – increasing revenue and attendance, trimming expenses, and balancing the operating budget. How many other organizations can say that they had their best year in a decade, despite the worst economy in 60 years?

I think one of the best assessments of the Village this year was an editorial in the Worcester Telegram & Gazette. I’m sharing it with you here. It strikes just the right balance of optimism and caution. So, while we celebrate last year’s success, we must remember that much hard work remains to make sure our grandchildren’s children remember that much hard work remains to make sure our grandchildren’s children

Chairman Michael D. Brockelman
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Balancing Optimism and Caution

a letter from Chairman Michael D. Brockelman

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed et ligula id est, in scelerisque massa.

OSV SUMMER 2009 – 2010 Annual Report

OSV Three-Year Attendance Trend
OPERATING REVENUE AND SUPPORT

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<th>Item</th>
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EXPENSES

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<td>Food Service</td>
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<td><strong>Total Expenses</strong></td>
<td>$6,932,911</td>
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Change in Net Assets            | ($15,595)| ($3,901,066) |
Net Assets, Beginning of Year   | $10,726,710| $14,627,776 |
Net Assets, End of Year         | $10,711,115| $10,726,710 |

* FY09 and FY10 numbers have been adjusted to include depreciation, appreciation of investments, and other non-operating revenues and expenses.

The massive 1830s-style 24-foot-high brick kiln at Old Sturbridge Village will come alive on Saturday, June 19 as Village potters fire it up to 1,900 degrees Fahrenheit and fire a year’s worth of vintage-style redware pottery hand-crafted at the museum. Low-fired earthenware is called “redware” since the clay takes on a brick-red color after firing. OSV potters will be stoking the kiln fire the entire day before the “Evening at the Kiln” firing. Daytime visitors to the museum can watch pottery demonstrations and the kiln preparation. Visitors to the special evening kiln firing can try their hands at “throwing” a piece of pottery, enjoy appetizers and drinks in redware mugs, and watch the glow as sparks fly into the night sky.

Built with 15,000 bricks, the Old Sturbridge Village kiln is an “updraft bottle kiln,” exactly replicating one used by farmer/potter Hervy Brooks in Goshen, Connecticut, in the early 1800s. When fully loaded for firing, the kiln holds 800 freshly glazed pots stacked 10 feet high. It takes three cords of wood stoked over 24 hours to bring the kiln to maximum firing temperature of 1,900 degrees. At that temperature, the kiln bricks glow and the flames roar, engulfing the inside and rising 24 feet high to come out of the top of the stack. The pottery is fired all night, and it takes another 40 hours for the kiln to cool before the dramatic “drawing the kiln” – unloading the finished wares.

“Our activities demonstrate at the Old Sturbridge Village, firing the potter’s kiln is surely the most dramatic,” notes Jeff Friedman, of Princeton, Massachusetts, head of pottery interpretation at OSV. “It’s a rare opportunity to see an oven of such size roaring and glowing. You can even hear a tiny clinking sound as the pots contract upon themselves, and nothing is as exciting as opening the kiln door, one brick at a time, to see the finished pots.”

Throughout the year, museum potters demonstrate pottery-making in Hervy Brooks’ original workshop, which was dismantled and moved to the Village in 1962. Using a foot-pedal pottery wheel, they make all the wares of a typical 1830s pottery mug and milk pans, inkwells, washbowls, jars, flower pots, pitchers, platters, and puddling pans.

Local farmers/potters were a fixture in early New England, providing a necessary service to rural communities. They usually dug clay from the earth on their own farms, often near the bend of a river, where good clay was often found. Their wares – commonplace – are now collectors’ items, as their art vanished, leaving little documentation. Hervy Brooks, however, left a nearly complete set of account books, documenting his trade from 1802 to 1864, when the demand for locally made earthenware was eclipsed by tin and imported English ceramics. Old Sturbridge/Village potters rely on Brooks’ records to accurately depict the craft of a farmer/potter daily to museum visitors.
More Beautiful Than Any Other: Quilts from the OSV Collection
New Exhibit Opens October 9, 2010

By Rebecca Beall, Collections Manager, and Jean Contino, Coordinator of Households, Horticulture, and Women’s Crafts

In 1837, Clarissa Moore, of Eastfield, Connecticut, carefully stenciled her name and date onto the center blocks of her quilt. An eight-pointed star, the quilt is remarkable for its use of delicate stencils or theorems in the white areas within the blocks. Clarissa, aged 17 at the time, may very well have cut her own stencils to create this extraordinary quilt.

This quilt is just one of the treasures that will be included in an exhibit at Old Sturbridge Village, opening October 9, 2010, focusing on some of the gems of the OSV quilt collection. The exhibit title refers to a silver medal-winning 1841 whitework quilt made by Mrs. D. Baker judged to be “more beautiful than any other.” Mrs. D. Baker’s award-winning quilt and medal will be on display.

Favorite quilts, like Clarissa Moore’s, will be exhibited along with quilts that may be less familiar, including a recent gift of an antique quilt made by Betsy Lyford in the 1840s. Betsy lived in Brookfield, New Hampshire, where she married farmer John Hutchins in 1849. Her family’s farm passed into the Hutchins family and the Old Sturbridge Village Cider Mill was once a part of that very farm.

Quilting, the art of stitching together layers of fabric and batting to create a warm bed covering or garment, has a long history in New England. Quilting was a practical way for New Englanders to keep themselves warm and comfortable during the long, cold winters. Though quilts served a practical function, they were also an expression of style. The colorful pattern of a quilt from the Capen family of Stoughton, Massachusetts, demonstrates the 1830s’ aesthetic for exuberant colors and bold patterns.

Often, the quilts and quilted garments women created are works of artistic skill as well. Elaborately stitched patterns, brightly colored pieced blocks, and minute stitches speak to the artistry and skill women employed in creating these quilts. Clarissa chose to embellish her quilt with stencils, whereas Nancy Newton drew her inspiration from an old embroidered pocket or small pouch worn by a woman under her skirt. Nancy’s embroidered quilt encompases this pocket and adds to it, creating an center-centred medallion of elaborate embroidery. Both Nancy and Clarissa took their quilts one step beyond just a bed covering and created something both practical and fashionable.

TEXTILE WEEKEND
August 14–15

OSV’s annual Textile Weekend will feature popular 19th-century needlework techniques such as whitework embroidery, stitching a sampler, and creating a yarn-sewn hearth rug. Visitors can help historians begin a stuffed work bureau cover and make their own thread winders, penny rug ornaments, and yarn-sewn mats. Village historians will host gallery tours of the new needlework exhibits, The Labour of My Youthful Hands. Sponsored by Marcus Fabrics.

Details 800-733-1830; www.osv.org

The Labour of My Youthful Hands

New needlework exhibit, The Labour of My Youthful Hands, opens June 19 featuring young ladies’ needlework and ornamental arts from the OSV collection. Sample marking samplers, finely wrought silk embroideries based on classical literature, elegant whitework and colorful theorems will be on exhibit, along with three new acquisitions to the OSV needlework collection.

In the 1830s, many girls learned to sew at a young age and sometimes made a simple alphabet or marking sampler to practice embroidery stitches for marking household textiles. Some young ladies went a step further and made more elaborate samplers or embroidered pictures under the instruction of a teacher or at an academy, and also learned other ornamental arts such as theorem painting and drawing. These skilled pieces were often professionally framed for display in the home and were treasured as elegant expressions of artistic taste.

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Oh Say Did You Know? 
Star-Spangled Banner tune has earthy origins

By Tom Kelleher, 
Council of History Teachers

America’s beloved Star-Spangled Banner is one of the most familiar patriotic anthems in the world. Upon hearing its first few notes, most of us automatically stand up, put our hands over our hearts, and solemnly salute the U.S. flag. Then, spontaneously cheer “play ball!” when we hear “and the home of the brave!”

But those hearing the original tune in the 1780s would have been inspired to drink wistfully instead. Today’s familiar lyrics were penned by lawyer Francis Scott Key after witnessing the British bombardment of Fort McHenry during the War of 1812. The Defense of Fort McHenry was set to the tune of a popular British drinking song, and became The Star-Spangled Banner. It joined many other widely circulated patriotic airs of the early republic, including Hail Columbia (1789), and Anona (1832) which ironically was set to the tune of the British national anthem, God Save the King. The U.S. Navy officially authorized use of The Star-Spangled Banner in 1889. President Woodrow Wilson declared it the national anthem in 1916, but Congress did not legally make it so until 1931.

The original drinking song first appeared in England around 1780 as Anona in Heaven. John Stafford Smith probably composed the melody, and Ralph Tomlinson supplied the words. Both men were members of the Anacreontic Club of London, a group of wealthy aristocrats who met to enjoy music, drink, fine food, and, to put it politely, the pursuit of women.

The club took its name from Anacreon, an ancient Greek lyric poet (c. 582 – 485 BC). The fragments of his poetry that survive are devoted to the goddess of love, and the god of wine ... a perfect fit for these, um, gentlemen.

The Star-Spangled Banner is only the most famous of several songs easily set to the tune. With a war with France looming in 1798, Robert Treat Paine also used the tune for his patriotic ode To Anacreon in Heaven. But those hearing the original tune in the 1780s would have been inspired to drink wistfully instead.

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The Hanover Insurance Group

Based in Worcester, Massachusetts, The Hanover Insurance Group is a leading provider of property and casualty insurance and one of the oldest continuous businesses in the country, tracing its roots to 1852. The company has an equally long tradition of supporting the communities where its employees live, work, and raise their families. The Hanover and its employees demonstrate a deep commitment to the community through financial and volunteer support. “Working closely with our many dedicated local partners, we address a wide range of needs in the communities we call home, placing a special emphasis on the issues of education and youth, supporting programs that help build strong public schools, and encouraging and empowering our youth to achieve their full potential,” noted President and Chief Executive Officer Fred Eppinger in The Hanover’s community report.

The company’s annual United Way campaign continues to be one of the most significant ways the company and its employees come together to make a difference, raising more than $1.1 million in 2009. And, the company supports numerous other cultural institutions, including The Hanover Theatre, which has helped to revitalize Worcester’s downtown district by bringing first-run Broadway shows to its beautifully renovated and historic theater; and the EcoTarium, New England’s largest and most popular science center. The Hanover Insurance Group Foundation also has contributed over $700,000 to the Worcester Public Schools – a total of nearly 2,000 students.

The Hanover Insurance Group

Heather Young

Old Sturbridge Village is blessed with nearly 7,000 loyal and passionate Members, who support and visit the Village rain or shine in all seasons, and who spread good news about the Village to their families and friends.

Many OSV Members joined years ago, and others have just recently discovered the Village. But most Members share one thing in common – they usually visit with a camera in hand, like Heather Young of Naugatuck, Connecticut, who joined Old Sturbridge Village with her mother in 2007.

“I absolutely love the museum, and I always bring my camera when I come to OSV, because there is something new every time I go,” Heather says. Because of her familiarity with the Village – and her frequent visits – Heather has captured the spirit of the Village, and its ever-changing offerings. Here’s a sampling of her shots.

business partner profile

The Hanover Insurance Group

member connections

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You will find fun for everyone in the Village...all year long.

**Fifers and drummers from all over the country converge at OSV. Learn about the importance of martial music on the battlefield from Reveille to Taps.**

**Drummers’ Call**

September 11

For times and details on all upcoming events at OSV please call 800-SEE-1830, or visit www.osv.org

**Family Fun Weekend**

September 4–6

**Independence Day & Evening Fireworks**

July 4

**Fire & Ice Day**

July 17

**Redcoats & Rebels**

August 7–9; See back cover

**Music & Art Weekend**

June 19–20

The Village comes alive with singers, dancers, musicians, and artists. Have your silhouette made and watch as artists demonstrate 1800s-style sketching and painting. Learn to play the jaw harp and tin whistle.

**Day Camps**

for ages 6–17; July 5–August 27

Choose from two- and five-day adventures. Kids wear 1830s costumes for Discovery Camps; Exploration Campers explore archaeology (I Dig History) and more.

**Textile Weekend**

August 14–15

OSV historians highlight popular 19th-century needlework techniques. Read more on page 15.

**Fall Harvest Events**

**AGRICULTURAL EXHIBITION**

September 18–19

**CHOWDER FEST**

September 23–26

**APPLE DAYS**

October 2–3; FRIENDS DAY October 2

**HARVEST DAYS**

October 16–17

Sponsored by BJ’s Wholesale Club

**Things That Go BUMP in the NIGHT**

October 30

Trick-or-treat inside our “haunted Village” for an evening of scary—but-safe fun. Brave souls age 11 and up will enjoy the trail of terror into the darkness of the countryside and over the covered bridge. Sponsored by Country Bank.

**Evening at the Kiln**

June 19

OSV potters fire up the massive brick kiln and give pottery demonstrations. Read more on page 14.

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July 4

Daytime parades and evening fireworks are just part of the spectacular festivities at the Village. Music, magic, old-fashioned family games, and more make this the region’s best July 4th celebration. Sponsored by Country Bank.

**Fire & Ice Day**

July 17

Enjoy antique fire trucks, bucket brigades, and old-fashioned ice cream. Sponsored by Veolia Water.

**New this year—a chili contest**
Museum Hours
Open year-round, hours vary seasonally:
Open daily from early April-October
Open Wednesday-Sunday from late October through early April
Open select evenings only in December
Open all Monday holidays

800-SEE-1830
www.osv.org

Are you a Redcoat or a Rebel? Aug. 7-8

Nearly 5,000 visitors and more than 800 military reenactors will converge on Old Sturbridge Village August 7-8 for the eighth-annual Redcoats & Rebels event, the largest military reenactment event in New England. This event is a favorite with Members, who love seeing OSV transformed and teeming with people in historical costumes.

More than 40 units portraying British, Hessian, Irish, Welsh, Scotch, French, and Colonial troops will conduct mock battles with lots of musket, cannon, and artillery fire, demonstrate marching and drilling, and entertain visitors with fife and drum music. Stay late and mingle with the troops around the campfire during Twilight Encampment — until 8 p.m. Saturday, August 7th.