The 1960s was made by the Draper Corporation. Typical of building's interior show hundreds of looms and other pieces weaving, dyeing and finishing. Period photographs of the Oak contained more than 1.6 million acres for yarn making, predecessors Proximity and Revolution Cotton Mills, White brothers Moses and Caesar Cone. Considerably larger than its predecessors, Proximity and Revolution Cotton Mills, White brothers Moses and Caesar Cone. Considerably larger than its predecessors.

Weighing approximately 3500 pounds, this power loom from Cone Mills was available. Constructed in 1905, White Oak was the third plant built by brothers Moses and Caesar Cone. Considerably larger than its predecessors Proximity and Revolution Cotton Mills. White Oak contained more than 1.6 million acres for yarn making, weaving, dying and finishing. Period photographs of the building's interior show hundreds of looms and other pieces of textile related equipment.

Installing the Colored Entrance Sign

Originally part of the 1927 Southern Railway Passenger Depot, the Colored Entrance sign was acquired by the museum in 2001 when the station was renovated. This summer will be the first opportunity for museum visitors to see this weighty artifact.

On March 21, the museum will unload a fifty foot truck and begin the installation of cases, having unloaded a fifty foot truck and beginning the installation of cases, and audio visual elements. In early March, a Hadley Exhibits team will initiate our final phase of object placement, graphic panels and graphics over a three to four week period. Having unloaded a fifty foot truck and beginning the installation of cases, and audio visual elements.

Voices of a City: Greensboro North Carolina

The New South City space will contain stories and images from Greensboro’s business, banking and insurance industries.
Director’s Corner
by Fred Goss

As you have read the Journal over the past months, keeping pace with the development of the Voices of a City exhibition, I would expect that you are not surprised by the changes and improvements that you, as members, as Greensboro residents and as out-of-town guests will experience when the exhibit opens this summer. Change, one might say is our first, middle and last name this year as we continue to look for opportunities to reach the community and provide a superior and memorable experience for our visitors and those we make contact with every day.

Changes are also underway for the museum brand as well. Amidst the physical gallery and shop changes at the museum, we have also looked internally to better serve our members and the greater community. In the coming weeks we will begin a soft rollout of our new brand. On the surface, branding includes a new museum logo, tag line, print materials, letterhead and a new website. Even our distinctive Belle Meade lion has an updated look. With the June issue of the newly titled newsletter Roar, you will see the brand in action, with a bold new design and even more useful information about the museum you support so faithfully.

The board and staff branding team members of project manager Linda Evans, Laura Wall, Jay Kirkpatrick, Gail Murphy, Adrienne Byrd and myself have spent nearly a year working with our branding company, g!lbrand, to research, develop and implement a fresh identity for the museum. The process has included a survey of over 2,400 recipients, telephone interviews with a dozen key community representatives and hours of lively and meaningful discussions. The changes are surprising by the changes and improvements that you, as members, as Greensboro residents and as out-of-town guests will experience when the exhibit opens this summer. Change, one might say is our first, middle and last name this year as we continue to look for opportunities to reach the community and provide a superior and memorable experience for our visitors and those we make contact with every day.

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The museum shop is one of the best-known shopping spots in downtown Greensboro. Its many North Carolina products make it one of the most distinctive museum shops in the region. Come see all the new gifts, games and glitter at the GRAND REOPENING on March 27 from 10 am - 5 pm.

- RECEIVE a gift with purchase
- WIN special raffle prizes throughout the day 
- TASTE samples of museum shop delicacies
- COLLECT your unique free souvenir

Special preview days:
March 23, 11 am - 2 pm: Media day
March 25, 11 am - 2 pm: Belle Meade members, Guild members, Patrons and Donors
March 27, 2 - 4 pm: All members
March 28, 10 am - 5 pm: Downtown shoppers

Voices of a City reopening celebration

When Voices of a City opens this summer, let the celebrations begin! From opening day to Community Day, a special fall program, members, citizens and visitors of all ages will be part of the party. The Voices celebration committee is making plans for special events for Belle Meade and Guild members, for Capital Campaign donors and for kids of all ages from July to October. The committee has three co-chairs. Jeff Davis, Judy Wicker and Lea Williams. Chair Lea Williams believes, “the reopening celebration events should attract new audiences to the Museum to see the wonderful new Voices of a City galleries that tell the Greensboro story from its pioneer days to the present.”

-Lea Williams, celebration committee co-chair

Q&A with Jay Kirkpatrick, Membership Chairman

Q Who is on the membership committee and how long have they served?
A The membership committee consists of Ken Bethea, David Czarl, Patrick Haywood, Judith Parker, Dawn Pagano, Jim Rucker, Sam Simmons, Laura Wall, and me. Laura and I have co-chaired the branding/membership initiative for two years... all others are new to the committee (including first-year Board members Haywood, Simpon, and Parker).

Q What does the chair of the committee and our board President see as the most exciting aspect of the upcoming membership drive?
A The committee is thrilled to piggyback on the momentum and excitement around the new Voices exhibit and the museum’s re-branded web presence. We feel the new exhibit will reintroduce a lot of local citizens to the building, while the new website will be the primary interactive resource on Greensboro’s history. The combination of these two changes will help us improve programming and get Greensboro’s story out to a wider audience... attracting new members in the process.

Q Can you tell us some highlights of new member benefits?
A We’re pleased to offer several new exciting perks to membership. Belle Meade members ($250+ contribution per year) will now automatically be enrolled in the Smithsonian Affiliate membership program. This new benefit will entitle the member to discounts and special incentives at various Smithsonian-affiliated museums, as well as a 12-month subscription to either Smithsonian or Air and Space magazine. Other members will have the ability to join the Smithsonian program by paying a small additional fee when they sign up or renew. In addition to our Smithsonian affiliation, members will enjoy major discounts (20-25%) at our newly-renovated Museum Shop. Most importantly, members will enjoy priority invitations to guided tours and other special events surrounding the opening of the new Voices exhibit.

Q Will my current membership change a lot? Will I see big differences or will it just flow right into the new membership package?
A Your current membership will only improve. The new perks will be added to your current status. The transition should be seamless. In fact, soon after the new website launches this spring, you will be able to join and renew online if you wish to do so.

Q Why were these membership changes made?
A With the transformation of the museum this year, we thought it was a perfect time to freshen up our membership levels. Like all aspects of the museum, we’re trying to improve the visitor/member experience. This is just the beginning. Look for new interesting and informative programming in 2011 as we try to live up to our new tagline: Rich History. Served Fresh Daily.
As you have read the Journal over the past months, keeping pace with the development of the Voices of a City exhibition, I would expect that you are not surprised by the changes and improvements that you, as members, as Greensboro residents and as out-of-town guests will experience when the exhibit opens this summer. Change, one might say is our first, middle and last name this year as we continue to look for opportunities to reach the community and provide a superior and memorable experience for our visitors and those we make contact with every day.

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Laura Petrides Wall
Lisa E. Williams

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To view this document further, please contact the museum at 334-278-8971 or visit their website at www.greenesborohistory.org.
TASK, TECHNIQUE, TALENT, TREASURE
by Project Manager Susan Webster and Collections Curator Jon Zuchman

TASK: Buildings Inside Buildings
In early March, a Hadley exhibitions team will journey from their 180,000 square foot facility in Buffalo, New York to Greensboro. Upon their arrival, they will unload a fifty foot truck and begin the installation of cases, panels and graphics over a three to four week period. Having produced exhibits for over a half of a century, this team is doing what they do best.

Simultaneously, the Greensboro Historical Museum exhibit team will initiate our final phase of object placement, graphic and audio visual elements.

TECHNIQUE: Installing the Colored Entrance Sign
How does the museum safely install a 14-foot, 1,550-pound sign in the new exhibition? Simple, we contact Jim Gallucci with sketches and discussions covering everything from historical fabrics and clothing to how a figure is standing.

TALENT: Art Reminds You
The museum has used local and national artisans to help us create, assemble and install unique pieces for Voices of a City. One such talent is Craig Lueck, whose personal philosophy is: life beats us down and crushes your soul, but art reminds you that you have one. When visitors enter the new Debating Liberty gallery, they will experience as a sculptor, and ask for help. With more than thirty years experience as a sculptor, this local artist has designed, created and installed hundreds of pieces, especially many large format works made of steel. Moving large, heavy, and fragile works of art is one of Jim’s specialties.

Arriving early in the morning, Jim and his three-man crew unloaded their truck and prepared the installation of the three-piece limestone sign into the museum. They erected scaffolding and by using a special I-beam lift with web slings they raised the pieces nine feet in the air securing them in a custom-made steel frame.

Originally part of the 1927 Southern Railway Passenger Depot, the Colored Entrance sign was acquired by the museum in 2001 when the station was renovated. This summer will be the first opportunity for museum visitors to see this weighty artifact.

The New Smith City space will contain stories and images from Greensboro’s business, banking and insurance industries.

VOICES OF A CITY: GREENSBORO NORTH CAROLINA

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ARRIVING EARLY IN THE MORNING, JIM AND HIS THREE-MAN CREW UNLOADED THEIR TRUCK AND PREPARED THE INSTALLATION OF THE THREE-PIECE LIMESTONE SIGN INTO THE MUSEUM. THEY ERECTED SCAFFOLDING AND BY USING A SPECIAL I-BEAM LIFT WITH WEB SLINGS THEY RAISED THE PIECES NINE FEET IN THE AIR SECURING THEM IN A CUSTOM-MADE STEEL FRAME.

ORIGINALLY PART OF THE 1927 SOUTHERN RAILWAY PASSENGER DEPOT, THE COLORED ENTRANCE SIGN WAS ACQUIRED BY THE MUSEUM IN 2001 WHEN THE STATION WAS RENOVATED. THIS SUMMER WILL BE THE FIRST OPPORTUNITY FOR MUSEUM VISITORS TO SEE THIS WEIGHTY ARTIFACT.

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