

TASK, TECHNIQUE, TALENT, TREASURE

by Project Manager Susan Webster and Collections Curator Jon Zachman

TASK:

Buildings Inside Buildings

In early March, a Hadley Exhibits 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



The New South City space will contain stories and images from Greensboro's business, banking and insurance industries

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



VOICES OF A CITY: GREENSBORO NORTH CAROLINA

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.

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 down and crushes your soul, but art reminds you that you have one. When visitors enter the new Debating Liberty gallery, they will experience how he puts this statement into practice. Lueck has created oil portraits of five historical figures featured in the gallery. Reproduced larger than life they become the background for the voices you will hear. This process began with sketches and discussions covering everything from historical fabrics and clothing to how a figure is standing.

You can see all the images and learn more about the artist by visiting www.lueckstudio.blogspot.com.



Mary Kelly Smith by Artist Craig Lueck



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 web-site. 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, gkBrand, 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 significant and have been enthusiastically received by the board and staff. We look forward to you becoming part of the experience as the changes go public and the rollout picks up momentum.



The Museum Shop committee: seated (l-r) Shop Manager Cynthia Kennard, Ken Bethea, Laura Wall; standing (l-r) Susan Schwartz, Director Fred Goss, Lisa Anderson, Jennifer Poindexter (not pictured: Margaret Benjamin, Adrienne Byrd)

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2010

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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 25, 2 - 4 pm: All members
March 26, 10 am - 5 pm: Downtown shoppers

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 Craft, Patrick Haywood, Judith Parker, Dawn Pagano, Jim Rucker, Sam Simpson, 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, Simpson, and Parker).

Q What do 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*.

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 - 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



"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

Greensboro story from its pioneer days to the present. A highly energized group of chairs is helping us plan a calendar of events to thank the many donors, members,

and friends who gave generously to the capital campaign. During the reopening, the community will experience a Museum that adds much to the cultural richness of our city." The committee also includes community repre-

sentatives, board and staff: Libby Brown, Lynn Donovan, Jay Kirkpatrick, Alison MacCord, Bonnie Morrah, Ron Pittman, Jim Schenck, Anita Schenck, Susan Shore Schwartz, Laura Wall, Adrienne Byrd, Linda Evans, and Fred Goss.



130 Summit Avenue
Greensboro, NC 27401
www.greensborohistory.org
336 373 2043

FREE ADMISSION

Museum Hours

Tuesday - Saturday 10 - 5
Sunday 2 - 5

Museum Shop Hours

Tuesday - Friday 11 - 5
Saturday 10 - 5
Sunday 2 - 5

Non-Profit Org.
U. S. Postage
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Task, Technique, Talent, Treasure

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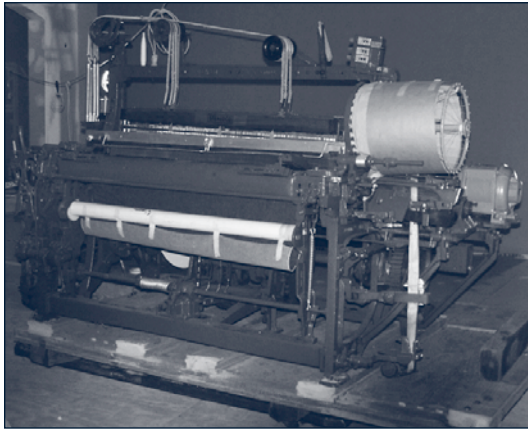
TREASURE:

Loom from Cone Mills

Is it possible to tell the story of denim and textile manufacturing in Greensboro without a loom? We didn't think so. Fortunately, a loom used at Cone Mill's White Oak Plant 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, dyeing and finishing. Period photographs of the building's interior show hundreds of looms and other pieces of textile related equipment.

Weighing approximately 3500 pounds, this power loom from the 1960s was made by the Draper Corporation. Typical of



machines from this time, it utilized a shuttle that went back and forth between the threads of the warp to create the weft.

International Textile Group, which now owns White

Oak Plant, has generously loaned this Draper loom for exhibition in the Denim Capital gallery. Visitors will see how the loom worked by watching video footage of similar machinery.

CALENDAR

Monday, March 15

Guild Meeting
10:00 a.m.
National D. A. R. Museum

Sunday, March 21

James Evans: It's 1930 and a Greensboro mill hand speaks up for his fellow workers. First reading of a new play by Tommy Trull, with discussion with Dr. Roxanne Newton, Mitchell Community College. A collaboration with Andrews Arts made possible by the N.C. Humanities Council
3:00 p.m. Free
First Friends Meeting
2100 West Friendly Ave.
Call Susan Andrews at 274-3112 for details.

Tuesday, March 23

Media Preview Day

Thursday, March 25

Museum Shop Preview Day begins for Belle Meade members from 11:00 - 2:00 and continues from 2:00 - 4:00 p.m. for all other museum members and volunteers

Friday, March 26

Downtown Employee Day
The Museum Shop will be open 11:00 - 4:00 p.m. welcoming downtown employees, residents, library patrons

Saturday, March 27

Museum Shop Grand Opening for all customers from 10:00 - 5:00 p.m.

Friday, April 2 and Sunday, April 4

Good Friday & Easter Sunday holidays
Museum and Caldwell Center closed

Saturday, April 17

Book Signing with author
Charles Rodenbough
11 a.m. - 2 p.m.
If the Lord is Willing and the Creek Stays Low
A new novel based on the lives of David and Rachel Caldwell
David & Rachel Caldwell Historical Center

Monday, April 19

Guild Meeting
History of Roses with David Pike
from Witherspoon Rose Culture
10:00 a.m.

Monday, May 17

Guild Meeting
10:00 a.m.
American Glass and Spring Luncheon
Virginia Dare Room
at UNC Alumni House
Reservations required

Thursday, May 20

Dolley Madison's birthday

Monday, May 31

Memorial Day holiday
Museum and Caldwell Center closed

Railroads in the African American Experience: A Photographic Journey

Rail history provides an intriguing and evocative look at the social, cultural, political and economic influence of African Americans on railroads and of railroads on the black community.

Don't miss this program by Dr. Theodore Kornweibel of San Diego State University, in what was formerly the Colored Waiting Room at the downtown depot, made possible through a partnership with the Greensboro Chapter of the National Railway Society.

Saturday, April 24, 7:00 p.m. Free / West Waiting Room, Southern Railway Depot, 236 E. Washington St. / Visit www.carolinamodelrr.org for details.

