



HISTORICAL SOCIETY

620 W. Bleeker
Aspen, CO 81611

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CO



REAL-time history for Aspenites

LIVING
roots & STORIES

Dear Neighbors,

In November of 2005, property owners approved our Historic District to ensure that the integrity of our historic roots is maintained. This has proven to be salvation for the Aspen Historical Society. Consider what has transpired over these past five years; the results are astounding.

Year One, 2006, we had no income from the district. We survived on fumes while we took inventory of our assets and prioritized the many needs accumulated after years of benign neglect, the result of under-funding.

At the time we were all champing at the bit wanting to get going. In hindsight, the time spent organizing was invaluable. With the priceless support of the Executive Service Corps, we developed an ambitious Strategic Plan. That plan contained 43 major goals and 39 sub-goals—all necessary to bring us up to a sustainable level with our sites and to protect our collection. Of those original 82 goals, only 17 are left unfinished or altered. We are confident that our stewardship is solid.

We are SO EXCITED to move into History, Live! We are taking to the streets to offer new forms of access to the constant stream of stories that have been and will be created in this marvelous valley. Our new community research center project will give us an opportunity to collect stories permanently and to consolidate and protect our collection in one vault. At Lift One we have a canvas for us to demonstrate the power and impact of outdoor interpretation, bringing stories to everyone without barriers or lectures.

Thanks for being a part of our family!

Best regards,



Georgia Herrick Hanson
President, CEO

In this issue:

Where we've come
Where we're headed...

Every Story is Relevant

5 years of progress – 15
examples

Shabby to sheik - AHS
Collections on the move

Our 2010 financials

The "Vision" – a look to 2020



EVERY STORY IS RELEVANT: Weaving Aspen's Diverse History

We at the Aspen Historical Society understand that the upper Roaring Fork Valley is an ever-changing and evolving place—it's been that way for 130 years! Many Aspen locals have relocated downvalley. Local “mom-and-pop” businesses have given way to iconic and expensive brand stores. The cost of doing business—as well as the cost of living—has skyrocketed. With all these changes, we suffer culturally from an identity crisis that pits wealth and extravagance against community values, affordability, sustainability and inclusiveness.

The Society has strived over the past five years to bring a sense of place to Aspen, a sense that we ALL are part of this magical and vibrant community that rich and poor alike are drawn to for its special character. The question remains: How do we all live here, embrace what Aspen offers and move forward building and maintaining one of the most unique

communities on the planet? We see our role as stewards of this remarkable history, and perhaps more importantly, the “glue” that keeps all of us together, persevering as the prospectors or the ranchers or the early skiers did in their respective eras because they loved what Aspen offered.

As we move forward, we are increasingly becoming the conduit between our past and a future of possibility, offering context to how we got here and how our past shapes our choices for the future. Through partnerships with civic and business leaders, we continue to strengthen the fabric of this community by remembering why we came here in the first place and what has kept us here. We believe it is the individual and collective stories that we share that are the fabric of the community. The fabric perhaps has become frayed, torn or tattered over time, but it remains intact, as strong as ever.

FEATURED SITE: WHEELER / STALLARD MUSEUM

Exhibit: *“Out of Your Mind, Body and Spirit: Voices of Aspen, 1975”*

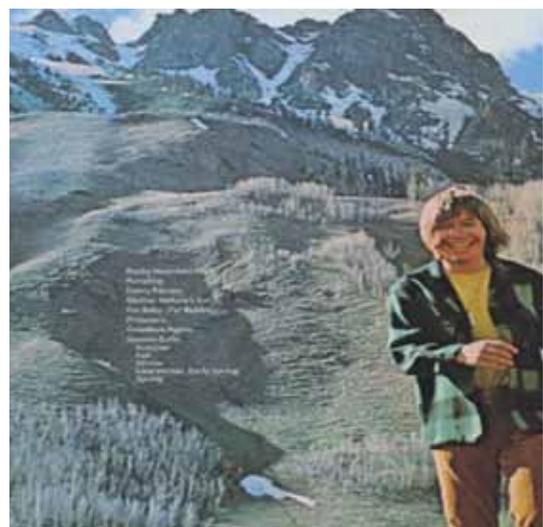


The 1970s in Aspen were a time of civic chaos and hedonistic lifestyles. John Denver, Aspen State Teachers College, celebrities and softball dominated the Aspen scene, a place that Newsweek

Magazine at the time described as home to “rich recluses, hip hedonists, mellow cowboys and cocaine-snorting vegetarians.”

If you remember (or even if you don't) Rossignol Roc 550's, the Farrah Fawcett poster, and Rocky Mountain High, come explore the swirling mix of forces that shaped the Aspen we know today.

Open Tuesday through Saturday, 1:00 to 5:00 pm. Admission: FREE for Society members, \$6 for non-member adults



Experience Rocky Mountain High all over again. John Denver is part of the story retold at the “Voices of Aspen, 1975”

“A “sense of place” is highly important to the social health of any community. The Aspen Historical Society is a major player in the maintenance of Aspen’s sense of place through your excellent and varied programs as well as your presence as a museum. Thank you for keeping the past relevant to our present.”

Germaine Dietsch,
Founder/chapter leader,
Spellbinders

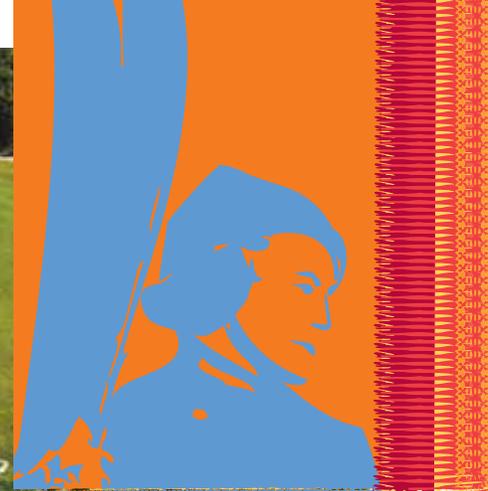
FIVE YEARS OF STEADY EVOLUTION:

- Implemented a Strategic Plan as well as individual business plans for each site
- Introduced a new brand that is highly recognized and respected
- Bolstered the staff to allow for steady upgrade of our collection status
- Grew our membership number from 271 to current year at 518 and climbing
- Increased visitation (excluding school trips) from 10,329 to current year 21,535
- Increased school tours from 1212 to 2867 so far this year
- Added a web presence that increases our exposure & access exponentially
- Created a performance based “living history” program designed to captivate younger generations and engage life-long learners from the “get go”
- Doubled our grounds rental activity—offering our sites both as an important income generating resource and as an opportunity to share with other non-profit colleagues
- Introduced an electric and eco-friendly “History Coach” tour of downtown and of our two in-town sites for visitors and residents alike
- Created a series of short, fact-filled videos to enhance the displays at Holden/Marolt
- Completed restoration of engines that now operate thanks to Carl, Stoney and Wabs
- Certified by the City of Aspen as ZGreen
- Provided historic content so that new employees in our Valley are exposed to our story and can take ownership and feel “pride of place”
- Celebrated the accomplishments of local characters and organizations through our seasonal lecture series
- Partnered with over 75 local non-profits and businesses

Continual stewardship of five local sites on the National Register of Historic Places.

“AHS is the community gatekeeper for our colorful past and caretaker for future generations.”

Debbie Braun,
President & CEO,
Aspen Chamber Resort
Association



THE AHS FAMILY: Many Faces of Membership

Whether you've been in Aspen an hour or have lived here for 50 years, being connected here is easy. The Aspen Historical Society has a membership that is best described as...eclectic. Old, young, bubbly or bashful, they're here.

The Society provides a safe haven for the artifacts, documents and historic photographs that tell Aspen's story.

Your support helps us manage two museums and two ghost towns, provide quality research space, and offer a year-long calendar of events, programs and exhibits.

Please consider joining the Society:

PROSPECTORS

Student/Limited Income - \$18.79

Individual - \$35

Family - \$60

LIXIVIATORS - The Lixiviators primarily support Society programming and school projects. \$100+

SILVER CIRCLE - The Silver Circle helps us enhance our sites and modernize our conservation techniques. \$1500+

EVOLVING THE PAST: Five Years of AHS Collections Improvements

“For better or worse, Aspen makes history every day, often in the most remarkable ways. Without the AHS we would have no accessible record of it and no tangible hands-on evidence to go by or research from. Anyone who thinks history is dull and musty has never had any contact with Aspen or with the Aspen Historical Society. Step up and check it out.”

Jay Cowan,
Author and Editor-in-Chief
Aspen Sojourner Magazine

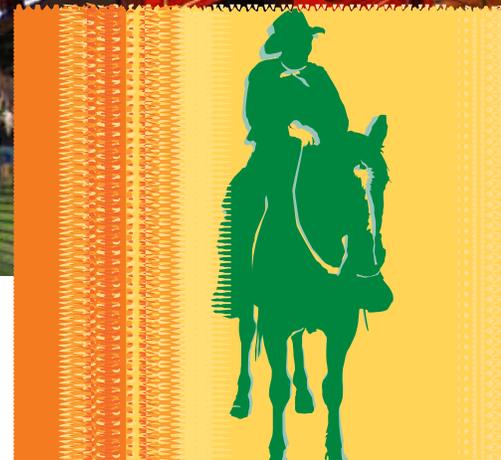
A good portion of the Society’s collection is housed in the AHS Carriage House, sited on the grounds of Ruth Whyte Park adjacent to the Wheeler/Stallard Museum. The Carriage House holds over 27,255 archival images and papers as well as a portion of the 6000+ artifacts that have been accessioned by the Society for the community’s benefit.

In just five years—from 2005 to 2010—AHS’s collections staff has registered several impressive accomplishments, including:

- Updated nearly 32,000 records
- Digitally scanned more than 15,000 photos, slides, negatives, posters and maps
- Re-housed all scanned items in archival-quality covers for optimum protection
- Digitized 43 years of Pitkin County newspapers, from 1881 to 1923*
- Created eight new public exhibits
- Assisted over 4,000 people with research and archival needs
- Implemented new usage tracking systems
- Increased staffing from 50 to 96 hours per week

The Carriage house is a true treasure, one we intend to protect and improve for generations.

* To access archived newspapers go to www.coloradohistoricnewspapers.org



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"People are hungry for stories. It's part of our very being.
Storytelling is a form of history, of immortality too. It goes
from one generation to another."

Studs Terkel

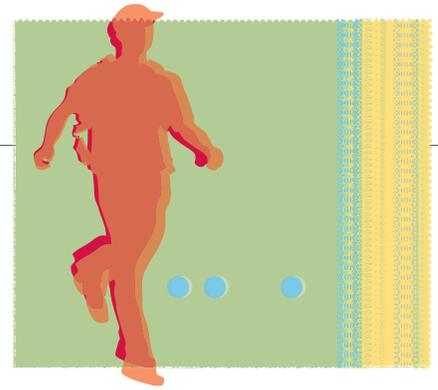
AHS BALANCE SHEET 2009

Oct 31, 09

ASSETS		LIABILITIES & EQUITY	
Current Assets		Current Liabilities	
Checking/Savings		Accounts Payable	
Alpine Operating (9811)	129,279.26	Accounts Payable	<u>15,486.72</u>
		Total Accounts Payable	15,486.72
Community Banks		Credit Cards	
Ghost Town Acct. (9138)	20,445.57	American Express (1007)	<u>3,156.66</u>
Transfer Acct. (6466)	25,000.00	Total Credit Cards	3,156.66
Sweep Acct. (6458)	<u>40,953.65</u>		
Total 1100 · Community Banks	<u>86,399.22</u>	Other Current Liabilities	
Total Checking/Savings	215,678.48	Payroll Liabilities	
		403 (b) Withholding	1,587.42
Other Current Assets		FSA Withholding	<u>1,250.00</u>
Community Banks.		Total Payroll Liabilities	2,837.42
CD 181364	<u>100,708.51</u>	Vacation Accrual	15,727.81
Total · Community Banks.	100,708.51	Sales Tax Payable-All	204.54
		Customer Deposits	<u>2,850.00</u>
Obermeyer Asset Mngt.		Total Other Current Liabilities	21,619.77
Schwab (7353)	104,316.14	Total Current Liabilities	40,263.15
Schwab (9641)	45,711.19	Long Term Liabilities	
Schwab (0983)	397,974.50	N/P - Pitkin County	<u>26,286.33</u>
Schwab (6157) *	20,852.56	Total Long Term Liabilities	26,286.33
Total · Obermeyer Asset Mngt.	568,854.39	Total Liabilities	66,549.48
Gift Shop Inventory	<u>13,718.06</u>	Equity	
Total Other Current Assets	683,280.96	Unrestricted Net Assets	577,199.00
Total Current Assets	898,959.44	Board Designated Funds	1,289,168.00
Fixed Assets		Temporarily Restricted Net Assets	98,979.00
Building - Ashcroft	17,225.38	Perm. Restricted Net Assets	243,294.00
Building - W/S House	1,533,397.09	Retained Earnings	16,103.29
Furniture and Fixtures	66,611.65	Net Income	<u>115,256.07</u>
Office Equipment	67,562.37	Total Equity	<u>2,339,999.36</u>
Vehicles	19,559.00	Total Liabilities & Equity	<u>2,406,548.84</u>
Building - Holden/Marolt	298,558.04		
Building - Carriage House	77,427.87		
Accumulated Depreciation	<u>-754,870.00</u>		
Total Fixed Assets	1,325,471.40		
Other Assets			
Lift One Museum	182,118.00		
Total Other Assets	182,118.00		
Total Assets	<u>2,406,548.84</u>		

*deceased

HISTORY LIVE!: A Vision for 2020



The Board of Trustees of the Aspen Historical Society announces our future direction: History Live! A Vision for 2020. This long-term initiative deepens and broadens the connection between Aspen's history and the character and daily life of today's residents and visitors.

The 10-year vision is grounded in the understanding that the Aspen story is a critical element of the community's character and there is a mandate to ensure that the historic character is maintained and strengthened into the future.

The underlying purpose of this 2020 Vision is to enrich the lives of residents and visitors while greatly improving the quality and accessibility of the historical resources and information the Aspen Historical Society provides.

History Live! A Vision for 2020 will be approached in three phases over the next ten years.

Phase One: 2010 to 2013 "Expanding our educational outreach and creating a community research & story gathering center"

During Phase One we will focus on sharing our educational outreach programs with an expanded audience while upgrading the status of our extraordinary archive and 3-D artifact collection.

The centerpiece of Phase One is a much needed upgrade of the AHS storage and research facilities, including the establishment of a user-friendly center that promises easy accessibility as well as ageless protection for our community's priceless historic objects and papers. Transferring various media into current digital format is a key piece of the plan as well. These steps will ensure that our stories are safeguarded for future generations while setting standards that will ensure the Society's future national accreditation.

Phase One will culminate in 2013 with a 50th Anniversary celebration of the Society's achievements.

Phase Two: 2014 to 2017 "Using history to shape Aspen's future"

Phase Two expands the role of AHS as a community partner. We are committed to exploring unique ways to tell varied stories beyond our walls—utilizing public and private spaces and partnering with the

organizations that embody the stories we are charged with protecting. We will introduce the concept of Community Conversations, revisiting the Chautauqua model as a forum for our partners to share their portion of the overall story. We will provide "institutional memory" for each of the important and unique entities that come together to make our community so unique.

Our outreach goals include expanding our story-telling locations to unexpected places – seeking ways to provide access to history at many diverse and unexpected locations not only in the downtown core but also the outlying valleys as well as Snowmass and Woody Creek

Phase Three: 2018 to 2020 "Hands across the valley"

During Phase Three, AHS will focus on refining and improving connections with all community organizations and becoming a meaningful resource for Roaring Fork Valley historical entities up and down the watershed. We will continue to upgrade and improve our venues to better serve the community and its civic events, and will take to the streets with our living history presentations.

In the same spirit, AHS will provide historical context to various civic and community discussions and provide leadership to conduct safe conversation about controversial issues in a neutral setting.

We are having fun and we want you to join us!

"The Aspen Historical Society has impressed upon me what matters with their mission. Aspen would not be the same without them."

Shirley Tipton