

# ASPEN HISTORICAL SOCIETY

Spring - 2007

Journal

620 West Bleeker Street / Aspen, Colorado 81611 / 970-925-3721 / info@aspenhistory.org / www.aspenhistory.org

## Celebrate History Week -2007

Celebrate History Week has become a tradition for the Society, one which we have a great deal of fun putting together, especially because our efforts are so well received by the community. This year promises to offer many fun learning opportunities and we hope you will join us often!

**MONDAY, March 26th** - We kick the week off with a formal proclamation from the City. Join Mayor Helen Klanderud and council members as they salute our rich heritage.

**TUESDAY, March 27th** - Two separate events at the Wheeler Opera House plus the final installment in our Winter Speaker Series held in the historic Elks Building. Please see separate articles for details.

**WEDNESDAY, March 28th** - The archives will be featured in the morning

with a genealogy workshop and then oral history will take the stage in the afternoon starting at 1:00 p.m. Please see separate articles for details.

**THURSDAY, March 29th** - First an open house with tours at the Holden/Marolt Mining and Ranching Museum then get ready to boogie at the Hotel Jerome! A genuine western barn dance affair with lessons included for the uninitiated.

**FRIDAY, March 30th** - It's a Curtain Call for our Crystal Palace exhibit and the C.P. performers will be on hand for a musical farewell to this stunning tribute to 50 years of entertainment in Mead Metcalf style. The C.P. staff are selflessly giving of their personal time to help us stay on tune as we sing along! A great party.

### ASPEN HISTORY 101 - BACK BY POPULAR DEMAND



Cara Daniel will return as Sarah Sterling  
Photo by Madeleine Osberger

#### Aspen State Teachers College ATTN: students, alumni and faculty

An encore performance of "Aspen History 101" will be staged at the Wheeler Opera House on Tuesday night, March 27th at 7:00 p.m. This production, originally designed for the freshman class of newcomers who arrived in the fall, has proven to be a favorite for everyone. The live performance will cover Aspen's history timeline from the days of the Ute Indians through the mining boom years, the Quiet Years, the earliest days of skiing and into the present. The program will be followed by an Aspen State Teachers College party in the Student Union lobby.



### CELEBRATE HISTORY Schedule of Events

#### Monday - March 26th

City Proclamation  
5:00 p.m. City Hall  
Council Chambers

#### Tuesday - March 27th

Wheeler Movies - 3:30 p.m.  
Elks Club Lecture - 5:30 p.m.  
Wheeler Presentation  
Aspen History 101- 7:00 p.m.

#### Wednesday - March 28th

Archives - 620 W. Bleeker  
Genealogy Workshop  
9:00 a.m.  
\$30 - Preregister  
925-3721, ext. 105

Wheeler/Stallard Museum  
Open House for Veterans  
and Friends  
1:00 - 3:00 p.m.

#### Thursday - March 29th

Holden/Marolt Mining &  
Ranching Museum  
(Marolt Open Space)  
Open house & Tours  
1:00 - 3:00 p.m.

Hotel Jerome  
Western Dance with Caller  
\$20 donation at door.  
6:30 - 9:30 p.m.

#### Friday - March 30th

Open House at  
Wheeler/Stallard  
620 W. Bleeker  
Crystal Palace Party Time  
1:00 to 3:00 p.m.

#### Saturday - March 31st

We're done - but you might  
drop by the Red Onion closing  
day. Seems pretty historic too.

The Aspen Historical Society enriches the community  
by preserving and communicating the remarkable history of our area.

www.aspenhistory.org

## Board of Trustees

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*Tim McElroy*

*Registrar*

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*Archivist*

*Anna Lookabill Scott*

*Communications*

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## A letter from the Director



This is a scene from our current glass negative exhibit which will close April 15th. You can visit this exhibit and more at the Wheeler/Stallard Museum from 1:00 P.M. to 5:00P.m, Tuesday through Saturday.

On February 9th we received our first ever contribution from the Aspen Historic Park & Recreation District, a milestone indeed. It is also a reminder of all the hard work we have before us to match those funds on a regular basis.

Your vote of confidence, which led to the establishment of a Special District, is an important

step toward stability but it is just the first step. We hope each of you will act as an ambassador to remind yourself and others that the financial key is a balanced stream of income which comes from three sources – public funds, earned income and private contributions.

We are flourishing now, still we have only just begun the journey to stability. If you will picture a three-legged stool, we now have one leg that is solid. We have two more that are rocking the seat as we strive to grow them until they match the solid leg. This is a key concept that we want the community to understand. It is a message we need help carrying forth both to individual donors and to grant givers.

We are pleased to earn our keep. We want to continually exceed expectations. And we need continued individual support to succeed. Thank you.

Georgia Hanson, Director

## A new kid on the block!

AHS archivist Anna Lookabill Scott and her husband Bubba welcomed Savannah Caroline Scott into the world at 4:06 p.m. on Sunday, February 11th. Quickly ingratiating herself with the AHS staff on her first visit to the Wheeler/Stallard Museum, young Savannah has already shown a very focused curiosity about, well, just about everything, including our fascinating history. A lifelong supporter of the Society, Savannah is currently in the “listen and absorb” stage of her tenure on this planet, though she certainly made it known at her first staff meeting that enough was enough. In no uncertain terms, she let Mom know that it was time to go. Such leadership in one so young is not only quite rare but bodes well for the future. Please join the Society in

congratulating Anna and Bubba on their new arrival!



*Savannah Caroline Scott*  
*February 11th, 2007*

## CLASSIFIEDS

**WANTED: Victorian Dining Room set.** Reproduction would be fine. Needed for living history tour use at Wheeler/Stallard Museum. We need 1890s style dining room table and chairs. We can refinish or repair. This donation would be fully tax deductible. URGENT - Need by June, '07, 925-3721

**WANTED: Architect to draw up plans for Carriage House re-model.** AHS is upgrading archival storage to ensure protection and to improve public access. While structural requirements are minor, need to have signed drawings for building permit and contractor bids. Estimate 4 - 6 hours. Need immediately.

**WANTED: Summer Housing for Interns.** We expect to have at least three interns this summer but may lose out to other sites because of housing issues. These are college students majoring in museum studies. Also potential for several Ute high school students if we can find the right living situation for them. If you can help please call 925-3721.

# It's Branding Time . . .



Recently there has been quite a fuss about the buzzword “branding” (as opposed to the cowboy definition of the word “branding”). Branding, in marketing terms, is the foundation upon which new businesses are launched into the world of public relations and marketing. This concept is widely accepted in the for-profit world but the idea of having a “non-profit brand” is still foreign to many.

The truth is that all entities have a brand whether or not it is designed – it is simply how people feel about your building, program, whatever. Those of us intimately involved with the well-being and image of our non-profit neighborhood understand that managing our brand is an important, if not the most important,

element of our public countenance. Managing this brand and keeping it consistent and positive is good business – even (or especially) for a non-profit.

It is no secret that our Society has been through some struggling times. If you add those images of rumored incompetence to the typical image of all Historical Societies (as living only in the past), we do indeed have a branding challenge. Our board recognized the need for a new fresh approach and supported the staff's effort to focus on a bright new message.

The trick is to honor and stay grounded in our mission (which is by definition looking back) while offering a compelling modern image that will not be shunned by younger generations who have not yet crossed over to the “history matters” mode. We know we are fashionable and current – and we want to send that message to everyone.

For the past several months we've been working with local marketing communications agency b2, inc. to distill all of our dreams into a message and an image that will be instantly understood and easily shared with the community...with you. We are close – we plan to launch our new graphic message this summer. And NO, we are NOT changing our name! We are already launching our restructured personality in our programming and our policy decisions. We hope you are noticing. Feedback tells us you are!

## Celebrate History Week is Filled with Activities

*(Continued from Page One)*

### **Tuesday is ALL ABOUT SKIING -**

The Society will host a matinee of **après ski films** at the Wheeler Opera House **at 3:30 p.m.** “Legacy – Austria's Influence on American Skiing”, by filmmaker Ian Scully, is a documentary showcasing the pioneers of skiing who came to the United States from Austria. We will show excerpts from this three-part documentary that relate specifically to Aspen. Mr. Scully will be in attendance to take questions from the audience. This documentary is a must see for anyone who has ever wondered how skiing got to be the sport it is today in America and who got us here.

Also showing is “Skiing the High Himalaya”, a film by local Mike Marolt. It chronicles some of the highest altitude skiing ever accomplished. Marolt, along with a core group of local Aspen skiers and mountaineers, has been climbing and skiing the world over for many years. This film is the culmination of a dream to ski the highest mountains in the world, the Himalaya. Mike Marolt will be present to talk about his film and the adventures behind it. The program will end at approximately 5:00 p.m.

At 5:30 the action moves to the **Elks Lodge** for a stellar panel of Ski Club staff and alumni. Mark Cole, Bill Madsen and Andy Mill will discuss the Aspen Valley Ski and Snowboard Club as it is today and where it is heading in the future. This is the final panel in our winter speaker series which has covered 70 years of Ski Club activity.

Finally, a return to the Wheeler Opera House for an Aspen State Teachers College affair.

### **Wednesday at the Wheeler/Stallard Genealogy Workshop**

This year the Society is pleased to present a workshop for those interested in tracing their genealogy. Taking a slightly different approach from past workshops, this program will give participants the information, resources, and on-line tools to make tracing your family history not only simple but enjoyable and thorough at the same time. The workshop will run from 9:00 a.m. to noon in the Archives. It will be conducted by Cindy Hines and Willa Soncarty of the Frontier Historical Society in Glenwood Springs along with Joe Klein from the LDS Family History Library. Also on hand will be Helen Palmer of the Pitkin County Library. The workshop will cost \$30 and requires advance registration due to the amount of pre-prepared materials provided. For more information or to sign up, please call the Aspen Historical Society at 925-3721, ext. 105.

### **Bring a Veteran With You!**

We will be holding a reception for all valley veterans at the Wheeler/Stallard Museum Wednesday afternoon. The purpose is to introduce the public to the Library of Congress's Veterans Oral History Program. This is an opportunity for local veterans to socialize and to see results from previous interviews.

The oral history program is designed to record the stories of this country's service men and women before those same stories are lost to time. There is an obvious pressing need to connect with the veterans of World War II but our program is also extended to include *all* veterans. There will be several interviewers on hand to answer questions and we will also be showing segments of some of the oral histories that have been recorded to date. This event is free and everyone is invited. If you know a vet, you might reach out and ask him or her to join you. The more the merrier!

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### *The Easter Bunny Returns!*



Peter Cottontail gets a hug last Easter - 2006

On Easter Sunday, April 8<sup>th</sup>, a tradition that goes back almost fifty years will be returning to the Wheeler/Stallard Museum. Peter Cottontail, aka the Easter Bunny, will once again make his annual appearance during the Aspen Historical Society's traditional Easter Egg Hunt, which gets under way at noon at Ruth Whyte Park on the grounds surrounding the Museum at the corner of Sixth and Bleeker.

Because demands for Mr. Cottontail's time on this springtime holiday rival that of Santa Claus at Christmas, the Society is extremely pleased to have secured his services for this traditional event. "Things are really hopping right now," said the busy Bunny, "but I always jump at the chance to get back to Aspen and help the children there fill their Easter baskets with goodies." Parents are advised that the hunt is for children up to eight years old and the grounds will be divided according to age groups. The hunt will get underway precisely at the noon whistle. Things happen fast after that so be sure to get here early for the best pick'ns! Please provide your own baskets, Peter will provide the eggs. Be sure to bring your camera and a great big smile.

We



won!

**AHS Aspen State Teachers College Drum and Kazoo Corps Marching Band - Winterskol 2007**

If you want to get our newsletter electronically, please send a request to [edna@aspenhistory.org](mailto:edna@aspenhistory.org)