Aspen History 101

By Mary Eshbaugh Hayes
Reprinted from the Aspen Times Weekly
Sunday, December 17, 2006

One of the most fun things during Aspen's lighthearted years of the 1970's was Aspen State Teachers College, a tongue-in-cheek college founded by Marc Demmon and Al Pendorf. The college treated the whole town as its campus and taught classes such as Garaging 210 (how to put on a Garage Sale), Elementary Reading 102 (how to read the newspaper classifieds), Real World History 323 (how to adjust to the real world after Aspen), and Auto Mechanics 202 (how to start a 1940 Jeep in the winter). Marc was Dr. Slats Cabbage, President of the College, and Al was Fulton Begley III, Dean of Women. They sponsored sports teams and printed handbooks and t-shirts. I even knew someone who used his Aspen State Teachers College ID card to get a Eurail pass in Europe.

To reintroduce some of this fun, the Aspen Historical Society... held an Aspen History 101 class in the Wheeler Opera House with longtime Aspenites teaching the history and concluding with a "mixer" for members of the freshman class of Aspen – the young people who have come to town from all over the world to work in the ski industry.

The cast of characters teaching the history included narrator John Goss, Scott MacCracken as Miner Bill, Cara Daniel as Sarah Sterling, Dick Osur as Jerome B. Wheeler, Tony Vagneur as his own great-grandfather Jeremie Vagneur, Wendy Perkins as Ella Stallard, Bill Stirling as "The Mayor", Marc Demmon as Dr. Slats Cabbage, Polly Ross as a true ski bum, Chris Klug as a snowboarder dude and Vince Lahey as Professor Longboards.

By Tom Egan
Submitted to the ASTC Newspaper – Clean Sweep
The Aspen Historical Society would like to thank the Aspen Chamber Resort Association, Aspen State Teachers College, the Wheeler Opera House and a host of local businesses and individuals for making "Aspen History 101" a huge success.

Over 250 people attended the program on Monday, December 4th, and not only received their Aspen State Teachers College student ID but also learned from an informal introduction of our local history, and oh by the way, had a lot of fun. Professor Longboards (who changed his name to Professor Buttermilk at the last minute because "this is where you come to learn") had everyone rolling in the aisles.

Conceived as a way for the newcomers in town to learn some of the basic aspects of Aspen's past, the event also attracted a sizeable number of long time locals, many of (continued on page 7)
New Executive Committee Elected

It is often said that if you want to get something done ask a busy person, and that is exactly what we have done. Having completed the Strategic Plan process under the leadership of Jackie Kasabach, new board members have stepped up to help us move forward with implementation. Serving a one-year term as President is Dwayne Romero - Managing Partner of Steeplechase Partners and Director of Real Estate Development for Obermeyer Place. In training, as Vice President this year, is Mary Anne Meyer, Broker Associate at Mason and Morse Real Estate. Our new Treasurer is Jim DiFrancia, Principal and co-owner of Lowe Enterprises and Gail Nichols, our star Assistant District Attorney continues as Secretary. In addition, the Executive Committee will include our Past President, Jackie Kasabach - we rely on her experience to provide continuity as we move forward.

These newly elected officers, as well as all of the board members listed in the column to the left, deserve kudos for their dedication in the rescue and renaissance of the Aspen Historical Society. Not one of them seemingly has any time to spare, yet each of them has lent their expertise and energy to the success story that continues to blossom at our five sites. Please take a moment to note the names and by all means join us in telling them how important their contribution is when you see them.

Kip Hubbard - Education & Program Director

The Aspen Historical Society welcomes Kip Hubbard as the Director of Education and Programming. Kip joined us in mid-October, and has already proven invaluable from day one. Kip’s background in non-profit work has prepared him for the long hours and rewards that come with pulling off a successful educational event.

Originally from Old Lyme, Connecticut, Kip and his wife Robyn and daughter Brae moved to the Roaring Fork Valley from Boulder – our sister commune. A natural teacher who has operated successful programs for both children and adults, Kip has a B.A. from Franklin & Marshall College in Lancaster, Pennsylvania and also has done graduate work in the education field. Lately, he has been working on our goal to ensure that every elementary school student from Aspen to Rifle has a chance to experience our history through tours of the Wheeler/Stallard Museum and the Holden/Marolt Mining and Ranching Museum. In addition to organizing our ongoing event schedule, he is planning a summer full of programs and camps designed with both local and visiting children in mind. And after his organizational skills came to light, we immediately put him in charge of all punch lists and Georgia is trying to convince him into tackling her office as well.

For programming or tour questions, or any ideas to share - you can get in touch with Kip at 925-3721, ext. 105 or e-mail him at education@aspenhistory.org.
Executive Summary
Strategic Plan & Year End Report
For fiscal year ending October 31, 2006*

As a result of 20 meetings that included nearly 125 individuals, and with the invaluable help of the Executive Service Corps, the Aspen Historical Society has a working document to help us stay focused on our goals and to keep us accountable both to ourselves and to our constituents. We know that some of you will be waiting for implementation as proof of the pudding and we will implement. Still, we want to share the plans now and let you take in as much or as little as you choose. We welcome your feedback and participation.

MISSION STATEMENT: The Aspen Historical Society enriches the community by preserving and communicating our remarkable history.

VISION STATEMENT: The Aspen Historical Society actively preserves and passionately presents our local history in an inspired and provocative manner that will continue to anchor our community and its evolving character. We enhance the lives of those with whom we work and live. We offer a compelling reason to live in and to visit Aspen/Snowmass.

POLICY DECISION GUIDELINES:
1. We want to always remember that we are a small town.
2. We believe that our first priorities are to bring our existing assets up to speed and to fulfill promises.
3. We look forward to the ability to expand capabilities and to be proactive in research of local history.
4. We believe our client base is every resident and visitor (in the Special District first and then beyond) and we will scale our projects appropriately.
5. We are committed to respecting, learning and sharing the Ute story in the valley.
6. We believe that honesty and authenticity should prevail; all stories will be treated with equal respect.
7. We believe that all people and their stories are heroic in nature.
8. We believe that providing information is our mission, and interpretation belongs to the viewer.
9. We believe an important component for success is continuing education for all staff members.
10. We will always make decisions with the eventual goal of accreditation by the American Association of Museums in view.

ORGANIZATIONAL DEVELOPMENT:
Mission: To upgrade our management plan in keeping with institution growth.
GOAL ONE: Balance staff level to strategic plan goals.
GOAL TWO: Establish strong management plan to maintain team coordination.
GOAL THREE: Establish an expanded and committed volunteer pool.
GOAL FOUR: Define Executive Director succession process and establish protocol.
GOAL FIVE: Achieve accreditation - all decisions will support a move toward this long-term goal.

EDUCATION:
Mission: To provide quality historical educational programs for children and adults (to create lifelong learners and to expand AHS support and outreach.)
GOAL ONE: Hire an Education/Program person immediately. (DONE - 10/15/2006)
GOAL TWO: Evaluate existing winter and summer programs - with input from staff, volunteers and users.
GOAL THREE: Establish Outcome Measures and Evaluation Methods prior to implementing new programs.
GOAL FOUR: Create a minimum of two new programs each year.
GOAL FIVE: Educational programs will work on a balanced budget. Specific fund raising efforts will be required to subsidize programs and provide equal access opportunities for everyone.
GOAL SIX: Evaluate existing and new opportunities for partnerships - identify value and work to increase potential.

*(Strategic Plan Executive Summary continued on page 6)*
How Our District and Our Non-Profit Will Work Together

The Aspen Historic Park and Recreation District was formed with 63% voter approval in the November 2005 election. The district will provide a levy of 3/10ths of a mill beginning January of 2007. The district boundaries are identical to the Aspen School District; so if you do not live in the school district you will not be paying the mill levy.

It is important for our constituency to know several things in order to adequately understand our annual report:

1. The elected District Board serves the District tax payers and is responsible for monitoring the funds which are passed through from the District to the 501.c.3 non-profit, namely the Aspen Historical Society. This Board serves as the watch dog for the public funds only and is not involved with day to day operations of the Society.

2. The Aspen Historical Society is governed by an appointed board of 12 to 18 trustees, with by-laws under a 501.c.3 designation by the IRS. This board is responsible for determining policy and fiscal management for the Society. The public funds received from the District are only a portion of the funds received by the Society.

3. Revenue this past year does not include any public district funds. The taxing district will be collecting funds beginning in 2007. Indeed, the Society has been paying required District bills this year and will be reimbursed in 2007. Consequently, the Society would have operated at a deficit this year were it not for major gift support from Ruth Whyte and several other donors who wish to remain anonymous. We appreciate their vote of confidence!

AHS BALANCE SHEET FOR YEAR 2006-2007

<table>
<thead>
<tr>
<th>ASHEND SOTICAL SOCIETY</th>
<th>October 31, 2006</th>
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<tbody>
<tr>
<td><strong>ASSETS</strong></td>
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<td>Current Assets</td>
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<tr>
<td>Building - Ashcroft</td>
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<tr>
<td>Building - W/S House</td>
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<td>Furniture &amp; Fixtures</td>
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<td>Lift One Museum</td>
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<td>Office Equipment</td>
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<td>Building - Holden/Marolt</td>
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<td>Building - Carriage House</td>
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<td>Accumulated Deprec.</td>
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<td>Total Fixed Assets</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>2,628,148</td>
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| **LIABILITIES AND EQUITY** |                  |
| Current Liabilities       |                  |
| Accounts Payable          | 4,635            |
| Payroll Liabilities       | 3,080            |
| Special Dist. Pay         | 74,340           |
| TDR Deposits              | 18,000           |
| Total Current Liabilities | 100,055          |
| Long Term Liabilities     |                  |
| Loan Payable County       | 60,000           |
| Total Liabilities         | 160,055          |
| **Equity**                |                  |
| Retained Earnings         | 1,937,467        |
| Net Income                | 530,626          |
| **TOTAL LIABILITIES & EQUITY** |                 |
|                          | $2,628,148       |
Strategic Development Plan Leads to Long-Term Stability

It will be with great pleasure that the Society will report equal distribution of revenue streams - one-third contributions, one-third earned income, and one-third district (public) funds. Our goal is to be there by 2013. This distribution of income is the national model for museums in towns of our size and will guide our decision making.

Of course, the national model presumes a museum on one site. We have five sites with a potential for a sixth if Snowmass Village decides to have a separate site as well. Although we feel the concept of one third segments for income goals remains valid, it presents a challenge both for fund-raising and for controlling expenses. However we believe that our district vote is a mandate to continue to keep all sites open and well managed and our strategic plan reflects this decision.

The district will be passing along approximately $500,000 this year which will be the seed money that will afford the Society a base foundation of funding to ensure the integrity of our programs and our sites. This seed money will allow us to begin to increase both earned income and contributions. That was the premise upon which the election campaign triumphed and we will use the investment wisely.

AHS REVENUE & EXPENSES FY 2005-2006

Revenue Notes:
1. Major Gifts includes $894,797 from Ruth Whyte.
2. Supporter revenue includes individual donations, memorial gifts and other donations under $5000.
3. Corporate Gift from partnership with The Ritz-Carlton Club.

Expense Notes:
1. Admin & Wage totals include $74,340 of Special District formation and operating expenses to be reimbursed in 2007.
2. Marketing includes planning expense for future projects to be launched in 2007 and beyond.
DEVELOPMENT:
Mission: To increase earned and contributed income segments to 1/3 parts of the whole income picture before 50th Anniversary in 2013.
GOAL ONE: Establish Fund Raising Leadership at Board Level
GOAL TWO: Hire a Development Director immediately
GOAL THREE: Increase income for all segments.

This goal is the key to all other aspects of the Strategic Plan.

MARKETING:
Mission: An ubiquitous and consistent AHS presence within the district boundaries.
GOAL ONE: Define and develop an identity that is shared by staff and board and volunteers and, therefore, by the community.
GOAL TWO: Develop a Visitor and Client identification process to allow on-going awareness of needs and wants.
GOAL THREE: Provide directions and improved access to increase visitation to all sites - easy to get to, easy to find.

COLLECTIONS :
Mission: To be current with all aspects of museum responsibility for objects.
GOAL ONE: Identify preservation and acquisition needs.
GOAL TWO: Quality collections management/moving toward achieving accreditation.

ARCHIVES - CARRIAGE HOUSE:
Mission: AHS archives enrich the community through the provision of a quality research facility of preserved materials.
GOAL ONE: Carriage House will become 100% an archives facility.
GOAL TWO: Provide research access 5 days a week, without having to enforce appointments.
GOAL THREE: Maintain our reputation as a destination Research Facility of high regard.

EXHIBITS:
Mission: Bringing the story and stories of the West to our Community.
GOAL ONE: Establish criteria to “qualify” exhibits for us to sponsor.
GOAL TWO: Create a selection committee (cross-section of community and qualified staff) to identify topics.
GOAL THREE: Create partnerships in order to produce premium exhibits that fit established criteria.
GOAL FOUR: Establish procedure and time/line for budgeting, fundraising and production planning & approval.

PROGRAMS/ASSETS: (See also individual site goals)
Mission - Well managed, informative, living history sites that are operated in the most cost-effective manner.
GOAL ONE: Complete individual business plan for each site with goal of minimum subsidy. Explore ways for each site to be self-supporting if possible.
GOAL TWO: Identify mission and prioritize needs at each site.

* Each site has a committee of stakeholders including board members and staff and others outside the Society who have met to discuss programs and improvements on site. Specific site goals for each site are available upon request. Individual business plans due in January.
Aspen History 101 - continued from page one

whom were later found expanding on some of the program’s themes with stories of their own at the “freshman mixer” in the Wheeler Lobby afterwards. Those who could prove their longevity were rewarded with Faculty ID cards.

The special guest appearance by Professor Slats Cabbage (aka Marc Demmon) was especially appreciated. He not only entertained the crowd with stories of Aspen life in the 1970’s but also announced the full resurrection of Aspen State Teachers College, the “no-credit, fun college of the Rockies”, by the end of the winter season. The on-stage program lasted about 50 minutes after which time the performers helped give away a large number of donated prizes and gift certificates. With over 40 businesses contributing to the effort, a dedicated volunteer cast and crew, the support of hundreds of locals, and the success of the performance itself, “Aspen History 101” is sure to become a fixture on the Aspen Historical Society’s annual calendar of events ... as well as a social event not to be missed!
Wish List for the New Year

Our “wish list” is generally full of items we need to help make the Aspen Historical Society function at the highest level possible. This time around, we want to acknowledge the important role that all of you play toward achieving that goal.

This holiday season we wish you...

- A visit to the Wheeler/Stallard to meet and get to know us.
- A visit to the Holden/Marolt site to discover our hidden treasure. (If you want to go this winter, please be sure to call for an appointment so we will be there to greet you.)
- A visit to explore the magic that is our archival collection.
- And while you are at it, should you discover this lady lurking around anywhere, please be sure to let us know!

Peace and harmony to you from all of us!

Aspen’s missing Silver Queen