

Salem Saturdays this AUTUMN

Grab the kids
and head to the
NEW Old Salem
for a full day
of interactive,
hands-on fun!

Old Salem President's Update

THIRD QTR 2018

HOT TOPICS

Naturalization Ceremony



The 2018 Naturalization Ceremony took place on July 4th in Gray Auditorium. The room was full to capacity with visitors standing out into the vestibule. Since 2014 Old Salem's Naturalization Ceremony has produced 194 new US citizens from around 100 countries.

The reviews of "Salem Saturdays in Autumn" are in!
Almost 40 of the last Trip Advisor reviews have been 5 stars!



"I have told so many what an amazing time my girls had a week ago. The hands-on interaction was incredible, and they can't stop talking about it!

Especially the quilting ❤️

Instagram comment about "Salem Saturdays in Autumn"

"One of the best walking tours I have ever had."



Amanda M
Marietta, Georgia,
United States

19 likes 3

Reviewed 1 week ago via mobile

Great time for whole family

Visited with four adults and 6 kids ranging from toddler to 14. Everyone enjoyed it and we spent about 5 hours there! Great lunch at the tea shop/ cafe. Kids especially loved the woodworkers shop, boys school, and doctors office.

Thank Amanda M

FINANCIALS AT A GLANCE

OSMG YTD net income is lagging behind the approved 2018 budget by 14%.

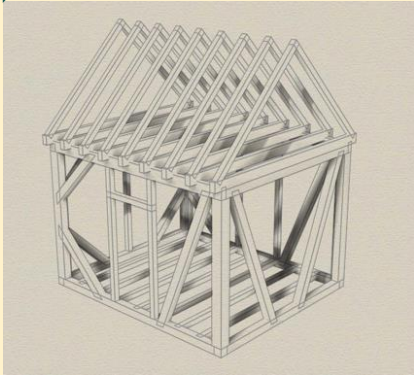
Comparing prior year's **net income**, we trail 2017 by 17%, however we are exceeding 2016 and 2015 respectively 20% and 36%.

We are seeing the same trend with admissions revenue.

We have lowered our expenses YTD by 8% compared to budget and 2017.

Expenses are down by **16% compared to 2016** and **22% compared to 2015**. We continue to evaluate and closely monitor our financial position.

MESDA Summer Institute



In the 2018 MESDA Summer Institute, Old Salem interpreter, **Ben Masterson**, researched the only surviving visible artifact of a slave dwelling in Old Salem. This information has proven valuable in forming a conjectural image of what a slave dwelling in Salem might have looked like.

WS Mayor's Council on Disabilities

Access Salem was invited to become a member of the Winston-Salem Mayor's Council on Disabilities. This group meets once a month to discuss city-wide issues and plan events important to the disability community. **Jenny Garwood**, MESDA, is the chair of Old Salem's Access Salem initiative and will be our representative on this important council.

Development Officer Search

Michelle Cook has been retained as the Interim Development Director for Old Salem. She has worked with us on producing a new Development Director job description as well as creating a schedule for the interview process. Our goal is to fill the position by First Quarter 2019.

Winston-Salem Street Construction

Communication has been excellent with the construction company as well as the city project manager and staff. We continue to work collaboratively on any issues that pop up. For information regarding the street infrastructure work by the City of Winston-Salem, please follow: <http://www.cityofws.org/Departments/Transportation/Old-Salem-Infrastructure-Improvements>

DEVELOPMENT

Operations Update: Developed briefing document and proposal template for all fundraising calls (will be used with newly created Initiatives documents). Developed three-page overview of OSMG that includes organizational overview, new initiatives, statistical highlights (attendance, visitor demographics, social media stats, and financial highlights (economic impact, net asset statement, etc.).

Michelle Cook: We have hired Michelle Cook as interim Development Director to help facilitate our development efforts as well as manage the search process for the new Development Director and Assistant Director.

Pillars of Our Community: Eliminated the \$500 Archivist level; added a new \$25,000 Guardian level (prospect has been identified and meeting is pending). Current levels: Horticulturalist @ \$1,000; Conservationist @ \$2,500; Historian @ \$5,000; Preservationist @\$10,000 and Guardian @ \$25,000. Renewals requested. All expired Archivist-level supporters have been contacted for renewal upgrades. Twelve organizations' current cumulative giving = \$6,000; renewals = \$12,000. There are thirteen lapsed organizations at the \$1,000 level; seven have been contacted with one commitment; three of the organizations will be asked to upgrade their giving level; the other organizations will receive personal visits from Frank. There are six lapsed organizations at \$2500; all will be scheduled for personal visits with Frank; three will be asked to upgrade to \$5,000. Renewals confirmed: Kilpatrick Townsend Stockton renewed at \$10,000; Berkshire Hathaway HomeServices renewed at \$5,000; Vulcan Materials renewed at \$5,000; Piedmont Natural Gas renewed at \$1,000.

Grants Submitted: Winston-Salem Foundation - \$25,000 for building fundraising capacity; Arts Council - \$40,000; City of Winston-Salem.

Stewardship Meetings: Jessie Ball DuPont Foundation; Kilpatrick Townsend Stockton

Cultivation Meetings:

- BB&T
- NC Black Repertory Theatre Company/ National Black Theatre Festival
- Winston-Salem Foundation
- Novant Health

Hearthside Dinners:

Dinners scheduled for December 3, January 28, February 25, March 4, May 20 and June 24

Guest lists have been developed for each



EDUCATION & INTERPRETATION

Education Staff: We're happy to welcome 6 new part-time interpreters to help cover high volume days and weekends. You will be seeing them in our historic buildings as well as helping at Winkler Bakery with the new interpretive model. Frank and Johnny have been helping out as well!

Hands-on History Tours: Hands-on History tours at the SBW are in full swing again now that autumn is here. We've welcomed hundreds of children for hands-on activities such as hearth cooking, pottery, spinning, weaving and more. We had a delightful group of adults for a Hands-on History tour that enjoyed their experience and loved cooking in the kitchen. We also harvested broom corn and flax from the gardens that are now drying in the attic of the SBW.

Tavern Museum: With the new fence and gate arrangement at the Tavern museum building, changes are occurring in the yard and Tavern building. The new arrangement will allow more activities in the yard such as laundry, soap making, ironing and special cooking days on Wednesday and Saturdays.

Salem Saturdays in Autumn Museum Classes: Our hands-on experiences have been a great success with broom making, pewter spoon classes, pottery classes and hearth cooking.

T. Vogler Gunshop: Repair and restoration work continue on the roof at the T. Vogler Gun Shop and on windows at the Blum House. Thanks to Blake Stevenson and Ben Masterson for their skilled work on these projects.

Furniture and Pottery Production: Furniture and pottery production for our seasonal programming is well underway and nearing completion. Interpretive staff have also been busy creating and making items for the new "Handcrafted Salem 1766" line available at T. Bagge while doing their interpretive duties, too!



Access Salem Map

The new design has been completed and is now available to our visitors. The Access Salem committee is planning a free day for those with disabilities. We will ask our visitors to use our new map and then respond with comments so that we can make it more useful.



Much to do in Salem!

We are gearing up for busy days from now until Christmas with Science Alive, Legends & Lanterns, and Christmas Candlelight tours. The conch shells will be sounding throughout the district as the night watchman leads visitors during the Legends and Lanterns tours.



Paycom

The organization is now completely enabled on the new PAYCOM payroll system. This system now allows us to be much more accurate and compliant in our labor process. We have 173 employees, with 131 electronically punching in and out. The accuracy of the Paycom system has saved Old Salem substantial amounts on payroll expenditures. For example, in one retail outlet alone we have saved about \$60k due to a far more accurate reporting method that eliminates the need to round up/down with hours. The hours are exactly what the employee clocks in and out. This system also ensures that all hourly employees get the benefit of any overtime (which they may not have had due to supervisor misunderstanding of labor laws prior to the implementation of the new system). In addition, we will be using this system to track benefits for all salaried employees.



INTERPRETED ENVIRONMENTS

Tavern Museum Yard: With design approval from the Historic Resources Commission, work has advanced on augmenting both the staging and the access to the Tavern Museum's barn yard. The split rail fence of the Tavern meadow will provide a historically appropriate model for an extension of same design along Main Street between the meadow and the Tavern. A pedestrian gate will control access to the site for ticketed visitors. Other features will be added to the yard including a reproduction wagon, a clothes line with t-posts fashioned by our joinery shop, additional bucket benches, wrought iron kettle supports for the exterior fire pit and expanded zigzag rail fences to enhance the space and control traffic.

ADA Ramps: Old Salem continues to investigate best case approaches to render our buildings more accessible for those with mobility challenges. A local company has been sought to help us do just that. In this instance, we are reviewing options for modular, aluminum access ramps that can be easily installed and removed. Such systems would allow us to strategically place ramps and platforms for use during special events. Not only would such removable systems allow us to meet the needs of our visitors, they would also negate any impacts on our historic buildings.

Salem Stiches: A newly stitched attraction has found its way into Salem that promises renewed interest in sewing, stitching and quilting. Long-time resident, supporter and quilting enthusiast, Kathleen Keyser, has settled on the lower level of Moravian Book & Gift as the location for Salem Stiches, a Gathering Spot for Quilters, Sewists and Stitches. Renovations of the space began in earnest and came together like the panes of a quilt, the first of many in this new workspace forum. Among various things, the project included targeted demolition, painting, ceiling replacement, new LED lighting, carpet installation and a restroom remodel. The Salem Stiches enterprise reflects Kathleen's keen support with Old Salem's own hands-on quilting experience in the Vogler House, with the historic quilting frame donated by Kathleen. For more information, visit the Facebook page at <https://www.facebook.com/SalemStichesNC/>.

Picnic Area: More and more, visitors are seeking places to stop, rest, and appreciate the varied experiences of Salem. To satisfy this aim, we have been steadily placing new benches and picnic tables along their paths and encouraging time to take in the sights and smells. A more recent location has been created in the courtyard between T. Bagge and Moravian Book & Gift. Formerly an outside retail area, the space was crowded with retail fixtures, decayed barrels, garden hoses, slippery brick and the like. Visitors will now find a setting fit for a cup of coffee, a sugar cookie and a suspended moment in Salem. Two picnic tables, complete with potted centerpieces, are nestled among mature crape myrtles and backdropped by the brick and stucco walls of each building. More stolen spaces are planned where every visitor can find a place to connect.

Winkler Bakery: Winkler has recently joined the tour buildings that offer increasingly popular hands-on experiences, as well as visuals that speak to the history of the bakery and the Hidden Town narrative. The two bake rooms have been repurposed to provide activity space for groups to put on their pastry hats and try their hands at cookie and bread baking. What they might not be able to bake can be found in the retail area, which remains in its traditional location. As a part of the rework of the space, a former storage room on the rear of the building will act as a secondary exit and has been staged with collection objects relevant to the bakery's history and use.



COLLECTION, RESEARCH, & ARCHAEOLOGY

MESDA Summer Institute: This summer 10 students completed the MESDA Summer Institute focused on African-American material culture and landscape in the Low Country stretching from Wilmington, NC,



Twin City Talks

President Frank, Martha Hartley, Cheryl Harry, and Robert Leath presented to a standing-room only audience as part of the *Winston-Salem Journal's* TWIN CITY TALKS program. They presented the **Hidden Town Project** and the legacy of slavery in WS.



Salem Saturdays in Autumn

Our new Saturday programming was introduced to brand our busiest day of the week (outside of school group visit days) and produce a weekend package for families to come to Winston-Salem and visit us for two days. It is also a way to introduce our new retail products and "Handcrafted Salem 1766" items to our visitors.

to Savannah, GA. Four students from this year's course have been tapped to deliver their research papers at the Williamsburg Antiques Forum and the Decorative Arts Trust's Emerging Scholars Colloquium in New York City. For his research topic, Old Salem joiner Ben Masterson compared slave housing in Salem and the Low Country and produced a set of measured construction drawings with conjectural images of the Christian Davy House, the residence of an enslaved gardener and craftsman who once lived in a small building that formerly stood behind the Vierling House.

Lot 38 Excavations: Archaeologist **Geoff Hughes** continues excavations at Lot 38, the site of two potters' kilns where Rudolph Christ, John Holland, and Peter Oliver are known to have worked in the early 19th century. This fall Geoff is joined by a geology class under the direction of Dr. Del Bohnenstiehl from North Carolina State University to locate other buried features on the property utilizing the latest in ground penetrating radar (GPR) and conductivity technology.

Wake Forest University Partnerships: MESDA and Old Salem have formed an exciting academic partnership with Wake Forest University and its faculty. This fall the Hidden Town Project has three student interns from the Department of History, and Wake Forest has joined Old Salem as an official sponsor for its Southern Landscape Conference to be held in September 2019.

Hurricane Florence Impact: Storm preparations put the collections staff into overdrive with **Johanna Brown, Jessie Harris, and Daniel Ackermann** working nearly 100 hours to secure the objects in galleries and buildings throughout the district. Due to the storm, MESDA's Southern Paintings Seminar has been rescheduled for November 9-10 and additional registrations for those dates are now available.

New to the Collection: Three compelling objects joined the MESDA Collection this quarter and are now on display in the museum:

- Captain John Smith's iconic map of early Virginia, printed in London, 1624 (Anne P. and Thomas A. Gray MESDA Purchase Fund).
- Daniel Lohrmann fraktur from the Dutch Fork region of Piedmont South Carolina, 1800-1805 (partial gift of Corbett and Philip Toussaint).
- Desk with seventeen stars and eagle inlay attributed to William McClure of Greene County, Tennessee, 1803-1812 (partial gift of Mary Jo Case).
- Pastel portraits of Benjamin and Rebecca Baker by Andre Perinor, Richmond, Virginia, 1824 (gift of James and Abigail James in Memory of Emma Scott Taylor).



MESDA

Nearly a hundred examples of southern furniture, pottery, paintings, textiles and metals have been recorded in two private collections for addition to the MESDA Object Database. During their September week of fieldwork, Director of Research June Lucas, Editorial Director Gary Albert, and MESDA Research Center Manager Kim May travelled to Southside Virginia and Williamsburg to photograph and record the objects. Their next week of fieldwork is scheduled for November where they'll spend the entire week recording what is universally accepted as the finest private collection of Tennessee decorative arts. Funding for fieldwork to add records to the MESDA Object Database is made possible through a grant from the MARPAT Foundation of Washington DC. The MESDA Object Database contains descriptions, data, and 100,000 photographs of nearly 20,000 objects—in both private and public collections—that were made in the early American South. It is free to use and can be accessed at <http://mesda.org/research/object-database/>.



HIDDEN TOWN PROJECT

Summer Institute: Led a July 2 Hidden Town tour for Dr. Van West and students (2 hours); facilitated Ben Masterson in the documentary and archaeology records related to the Christian David House.

AUTUMN SATURDAY Workshops



Autumn Saturday Hands-On Workshops
 These new events have been created to beef up our "Salem Saturdays in Autumn." These classes are selling well (if not sold out!) and prove to us that this concept is something that our visitors are interested in and willing to fund.

Salem Saturdays at Christmas

This seasonal program has been designed to incorporate the best of the holiday season into a recurring day.



Candlelight Christmas Tours for 2018

Our 2018 tour features all-new programming and tickets are now available online for purchase. "A Baking We Go!" will be a hands-on baking tour utilizing Winkler Bakery, Miksch House, the Pottery, and the Single Brothers Workshop Kitchen. Some tour dates are already starting to sell out.

Wake Forest University Department of History: Several meetings to discuss partnerships (interns, Old Salem visits, lectures, conferences); agreement to co-sponsor Elizabeth Chew lecture and to provide interns for Fall Semester; planning a session with a class in October; toured WFU professors.

Stagville: Old Salem hosted a group from Historic Stagville (one staff and six interns); they toured and then returned to the Archaeology Lab for refreshments and Hidden Town presentation; useful feedback regarding HT experience/interpretation in exhibit buildings.

Lot files: Building research files for slave dwelling locations continues; provided Frank Vagnone stats and descriptions for 10 lots completed; volunteer research work continued in late summer; September brought 3 WFU interns and 2 new volunteers to research.

Happy Hill Shotgun House Project: Met with architect Glenn Fulk to share history and documentation.

Happy Hill Afterschool/Summer Program for Children: In July, shared history and documentation with Renée Andrews, working with neighborhood children on their history.

Descendants: Assisting the Afro-American Historical and Genealogical Society, NC Piedmont-Triad Chapter, in the reactivation of the Forsyth County chapter and expansion to include Stokes County (shared history). An interest meeting was held in August with 26 in attendance. Also, on Saturday, Sept. 29 Old Salem hosted the Piedmont-Triad Chapter for a complimentary day in Old Salem beginning with refreshments in the Wachovia Room (50 attendance). Toured elderly and disabled in the 6-man cart; planning continues for the Feb. 2 Black History Month Genealogy Conference to be hosted by Old Salem.

ASU at Middle Fork Elementary Teacher Training: Presented Hidden Town lecture.

WS/FC Social Studies teachers training: Presented Hidden Town lectures in conjunction with Old Salem Education

Planning continued for NCSU Geophysics: Coordination underway for site visits.

Mr. McDuffie Oral History Recording: Assisted in hosting Mr. McDuffie and family at St. Philips on August 28 and recording oral history (he grew up in Happy Hill).

All Staff Meeting: Presented Hidden Town lecture at September 6 All-Staff meeting.

Preparations for Elizabeth Chew Lecture: Coordinated rescheduled event (held on October 18).

Moravian Unity Board: Toured group of representatives (32) attending the Provincial Elders Conference through St. Philips on September 11. Group came from countries all over the world.

Attended Shotgun House Project: Attended architectural renderings presentation.

New Staff Training: Presented Hidden Town and Moravian History lecture

Twin City Talks: Attended and supported presentation by Frank Vagnone at Twin City Talks.

NCSU Department of Marine, Earth and Atmospheric Sciences: Hosted Dr. Del Bohnenstiehl and his Geophysics class in Old Salem on Sunday, Sept. 30; refreshment and orientation / Hidden Town lecture in Arch Lab; Ground Penetrating Radar and Electromagnetic Induction on Lot 38; two additional sessions in October.



HORTICULTURE & LANDSCAPE

Single Brothers Garden: New signs have been installed where they highlight and give context to the 6 themed squares. Plants such as broomcorn, okra, sun chokes, and cotton all have flourished with the late summer rains (as have the weeds!). Seed for saving has been collected from the Luther Family Pole Beans, heirloom lettuce, and from various heirloom flowers. The fall garden vegetables – beets, peas, cabbage, lettuce, kohlrabi, radish, and spinach – are all doing well. We're especially excited about the Yellow Cabbage Collards which are a local heirloom selected and stewarded by the now deceased Dumont Smith who grew these cabbage collards into his 90s. Fall flowers are blooming, and cover crops are established in the ground ready to nurture the soil life through the winter. The Single Brothers Garden weathered Florence with only minor aesthetic damage.

"The Arboretum – Plants of Ecological and Economic Importance": The Arboretum PEI has been added to the updated visitors map. In this area, below the Tavern restaurant and Salt Street, most of the 27 native shrubs planted, 11 different species in all, which were planted last fall, have survived the long summer heat.

Landscape Maintenance Team: The team has been busy in the summer heat and humidity. Among Old Salem's 60 properties, over 30 acres have been mowed, trimmed, and kept clean of brush and trash. The fallen tree from Lot 38 was removed for the ground penetrating radar efforts. Several problematic large tree limbs around the district were removed and one dying tulip tree was taken down. Cleanup from Hurricane Florence was minimal, only taking the team a morning to clean up downed limbs around

Presented by **HIDDEN TOWN** and **WAKE FOREST UNIVERSITY**

Interpreting **Difficult History**
at James Madison's Montpelier

a lecture by **ELIZABETH CHEW**
Vice President for Museum Programs at Montpelier

THURSDAY, SEPTEMBER 13 • 5:30-7:30 P.M.
James A. Gray, Jr. Auditorium • Old Salem Visitor Center • 900 Old Salem Road
FREE

Chew will discuss *The Many Dimensions of Culture*, the ground-breaking exhibition on slavery at Montpelier. Winner of five national awards, the exhibition, which opened in 2017, reexamines slavery in the founding era, the lived experiences of enslaved families on James Madison's plantation, and the legacies of slavery in today's society. It was organized by Montpelier staff in partnership with several local and national organizations.

OLDSALEM.ORG • 336-733-7330

HIDDEN TOWN

Peter Oliver (1768-1810)

"I visited a family near to High Street Georgia, bringing about twenty negroes, like those who presented them they caught in the woods among the Trees, and the place looked like a negro village." - Susan Diary, June 14, 1789

The Salem Tavern was a place where people of many cultures (English, Irish, French, German, Italian, and even Chinese) came to spend the night, eat, and get something to eat. Some were slaveholders and brought enslaved individuals with them. These slaves would not have been allowed to stay in the tavern. Moreover, records indicate a separate structure across the street from the main tavern which, in addition to providing storage and drying space while the slaves were being transported, also served as a place where the slaves could be kept in poor quarters" about the tavern was finished. In addition, a number of enslaved people, whose records may very well have kept inside, camped out in the area of the tavern, perhaps at these working tables in the barn and other outbuildings in easy view and dry.

Although there is not the same original fabric, there has been an amazing history. It was built in 1813 in Bethel on Alexander Street in Salem, North Carolina. It was the first Green Plantation. In all probability, enslaved laborers constructed the barn, and other buildings on the estate, and some of them may have lived in it as well. It was owned by Old Salem in 1961.

Hidden Town Project

The Hidden Town Project continues to increase in effort with public programming and expanded interpretive text panels throughout the district. A special partnership with Wake Forest Department of History is providing Old Salem with funding and interns.

Science Alive Days

Specially designed, science-focused experiences for School Groups

LIMITED DAYS. Call 1-800-441-5305

the district and one fallen American plum tree. The scope and efforts of the landscape team were fully evaluated this summer and were found to be of great economic value to Old Salem.

Along Main Street: The potted container plantings of heirloom geraniums, lantanas, peppers, and pomegranates have all fared well through the summer thanks to everyone's invested help at each museum building. The new permanent planting in the MESDA bed, sponsored by the Little Greens Garden Club, is getting established and will only look better in the years to come. At the greenhouse/nursery we've been using the new irrigation system for the first time where it is saving us time as we have been growing out plants for use in containers on Main Street next year.

Christmas Decorations: Plans for this year's Christmas decorations are well underway as we have surveyed the district and efforts of last year to see how we can do things better this year and expand. Broomcorn and oats from last year were freeze-treated for moths, which were becoming a storage issue.

Branding Historic Plants and Gardens: We've been working on branding Old Salem's Historic Plant Collection and the gardens where these plants live as the Seeds with Stories initiative which aims to highlight the histories of these plants in ways that are engaging to visitors. To this end a service learning student from Salem College Environmental Studies class is working on completing our plant collection database with the intention of making knowledge of this collection of plants accessible to the general public.

Welcome to the Team: The Horticulture team is glad to welcome both Keith Todd and Justin Sizemore to our staff!

ACCESS SALEM

ACCESS SALEM PROJECT

Enrichment Center: In July we met with the Enrichment Center for the first time to discuss opportunities for collaboration. This followed with an on-site discussion and tour of Old Salem in August. Discussions are underway to bring together the mission and goals of the two institutions.

Exploration Bags: New exploration bags were added to the McNamara Gallery at MESDA, allowing tactile experiences in the two self-guided exhibits in the Horton Center.

Mayor's Council for Persons with Disabilities: In August we met with the Winston-Salem Mayor's Council for Persons with Disabilities and shared Old Salem's initiatives to advance accessibility. A draft of the Access Salem map was presented and discussed. Participation in this committee extended Old Salem's involvement with the community and local organizations. An Access Salem Day was discussed and received with a great positive response. A meeting in September allowed us to share the Access Salem map as a final product and as part of the revised Old Salem Visitor's Map.

Access Salem Map: The largest accomplishment the last few months has been the Access Salem map, that is now given to every ticketed visitor.

Interpreting **Difficult History**
at James Madison's Montpelier

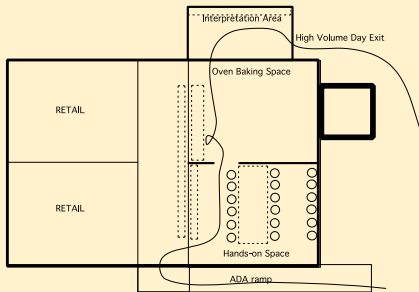
a lecture by **ELIZABETH CHEW**
Vice President for Museum Programs at Montpelier

LEARNING IN PLACE

Our newest initiative seeks to make our heritage site a place of continued discovery, learning and sharing. OSMG has been actively partnering with colleges and universities, as well as K-12 schools to provide learning opportunities for their students, as well as adult professionals seeking continuing education courses taught within the context of the subject. Some of our accomplishments to date include:

Wake Forest University: collaborating with Wake Forest University on the Hidden Town Project, partnering with their scholars on our public archaeology project, welcoming student interns to assist with Hidden Town research, and presenting the Elizabeth Chew lecture

Middle Tennessee State University: partnering with Middle Tennessee State University's Digital History program to create 3D renderings of possible slave dwellings within Salem.



Activate Main Street: In addition to our long-established mercantile sales of baked goods, we are moving forward to expand **Winkler bakery** into a more dynamically engaging site, telling its history through, not only its culinary offerings, but the cultural lens of the people who lived & worked there. We are excited about the new experiences this programming change will offer our visitors.



Preservation Efforts: As part of our Activate Main Street Initiative, we continue to re-paint buildings and upfit the Blum House as part of our interpretive efforts. The next restoration project will be the **Shultz Shoe Shop**.

NC State University: joining with NC State University’s Department of Marine Earth & Atmospheric Science on a ground penetrating radar project to identify subsurface archaeological features, such as artifacts or building foundations

Appalachian State University: embarking on a substantive relationship with the Appalachian State University Academy at Middle Fork, collaborating with ASU Department of Education faculty on the development of K-5 social studies curriculum to be used at the school; hosting Academy and ASU faculty for a day-long professional development workshop; welcoming 250 Academy K-5 students in the district for Footsteps tours; serving as a field site for ASU Curriculum & Instruction students; and receiving engagement and accessibility analysis of OSMG tour sites prepared by ASU faculty

UNCSA, WSSU: collaborating with UNCSA, WSSU on “The Sounds of Hidden Town,” an auditory and physical experience that housed within the historical dwelling spaces of the enslaved that interprets the heritage of the Afro-Moravians in Salem

Salem College: entering into discussion with Salem College regarding the formation of a Teacher Institute, designed to provide continuing education opportunities for K-12 teachers



RETAIL HIGHLIGHTS

Marketplace Bakery: Beginning August 1, we expanded hours for The Old Salem Bake Shop at Marketplace Mall to Monday-Saturday, 10am-5pm. This gave a little boost to sales and also helped broaden the customer base.

Retail Staffing: John Pierce’s last day as Manager of T Bagge and Book/Toy Buyer was August 3. He resigned due to moving overseas with his family. On August 4, Phil Duddy took over management of T. Bagge, as well as continuing as Manager of Moravian Book & Gift Shop. This was a smooth transition and the elimination of a manager position has helped with retail expenses.

“Handcrafted in Salem 1766”: Our new handcrafted brand was unveiled in T. Bagge on Saturday, September 22. This new branding is comprised of items made by our Trades staff, and includes pottery, leather goods, hand-woven fabrics and paper goods.



VISITOR SERVICES

New Website Launched: Old Salem’s new & much improved website went live August 23rd after five month’s work on the re-design. The result is a cleaner and easier site to navigate having gone from over 200 pages of data down to 66 pages. Our number one goal was ease of access for guests to find the answer to the most frequently asked questions about visitation, events and workshops. The response so far has been very positive. If you have not seen it, please visit www.oldsalem.org.

Revised Visitor Map with new Access Salem side for those with Disabilities: Updates were made to the Visitor Map adding the Boys School and Arboretum, but the most exciting change is flip side to help those with disabilities navigate the historic district. The map specifically shows how to access our buildings, including pictures of steps and where history can be touched with Exploration Boxes.

Smithsonian National Museum Day: On Saturday, September 22nd Old Salem welcomed 426 visitors with free admission for Smithsonian Magazine’s National Museum Day. This was our third year participating in this national event. Since their admission was free, we promoted spending in our retail stores!

Community Partner Mast General Store: Community Partners are valuable to Old Salem and one of our favorites is the Mast General Store (www.mastgeneralstore.com). On Saturday, September 8th we participated in one of the Winston-Salem store’s Community Partner days. Costumed guides from Old Salem were in the store from 10 am to 4 pm promoting events, workshops and visitation. We will be there again on Friday, October 5th promoting “The Night Watchman: Legends & Lanterns Tours.”



➡ **Access Salem in the News!** Old Salem received front-page coverage in the *Winston-Salem Journal* for our new ACCESS SALEM initiative. The story highlighted our new AS visitor map, exploration boxes, and our comprehensive site analysis.



➡ **Welcome to the President's Office:** The newly renovated President's Office was completed. President Frank restored the floors, painted, and Robbie King replaced the old florescent fixtures with new energy-efficient LED track lighting. Please stop by and take a look.



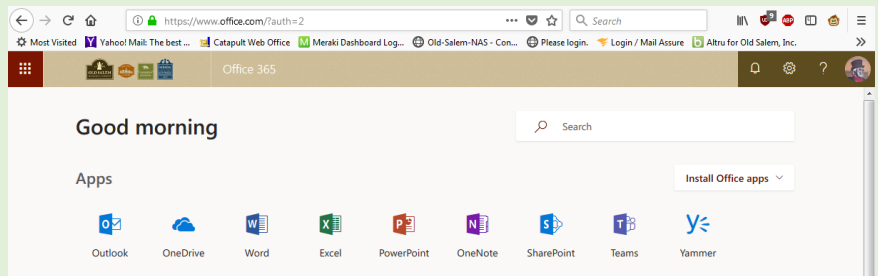
➡ **Autumn Scenes:** True to the season, Old Salem's buildings are recently populated with locally grown pumpkins set in displays amid potted plants, barrels, and cords of wood (thank you, Robbie King). These additions are a continuation of the vignettes now offered by the Activate Main Street Initiative and enhances our streets and relevance to visitors. The pumpkins will not only help create autumnal energy for October and November but also added a festive and fitting atmosphere for our annual Halloween Trick or Treat Night on October 28th.



FACILITIES

Besides the routine maintenance that is done every day, here is a list of the highlights that Maintenance has participated in during the past 3 months:

- Used a wide variety of measures to prepare the museums structures for any impending effects from Hurricane Florence.
- Refurbished the floor boards in our reproduction wagon so that it can be used as a landscape prop.
- Had extensive roof repair work done to protect artifacts from water damage.
- Had upgrades and repairs completed to the HVAC systems of the Visitors Center, which includes but is not limited to 4 new compressors.
- Built a new safety barricade in front of the gun shop.
- Built an extension to the Tavern Meadow fence with similar materials
- Assisted with many aspects of the up-fit for "Salem Stitches
- Assisted with staging seasonal decorations for the district as we head into Fall.
- Continued to assemble survey information regarding our HVAC systems district-wide.



IT INFRASTRUCTURE

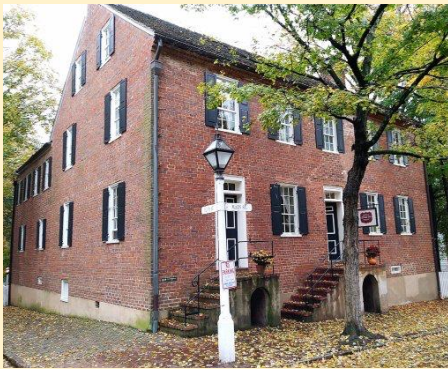
New Server - In July Old Salem finally finished migrating all the data off the old storage server that failed the organization back in December. In addition to the data we have redirected all the users from the resources on the old server to the new Datto storage device. Once this step was complete IT was able to move Active Directory and services such as DNS and DHCP from the old Windows 2003 server to newer 2008 servers with no disruption to our users. IT plans to continue the upgrade in 2019 by migrating the servers to version 2012. With these moves we have been able to shut down and decommission some of the older hardware in our data center. One of the servers we shutdown has operated faithfully for us for 14 years!

Office 365 - IT has also been working on the migration to Office 365 this quarter. This is a long time coming and will bring some of main software packages up to date. Microsoft's reduced licensing fees have made adoption of Office 365 a no-brainer for non-profit organizations. Old Salem is taking advantage of the licensing which is around 90% off of normal for-profit pricing and in some instances completely free for our organization. One of the main benefits of Office 365 is the cloud-based environment it offers. All of Old Salem's email is in the process of moving from an on-premise server to Microsoft's cloud-based servers. We have already migrated 104 user mailboxes with around 620,000 individual emails! (Remember, we're museum people - we keep everything!) This is another piece of hardware we do not have to maintain. We will not have to worry about upgrades or uptime in the future with our mail server hosted in the cloud.

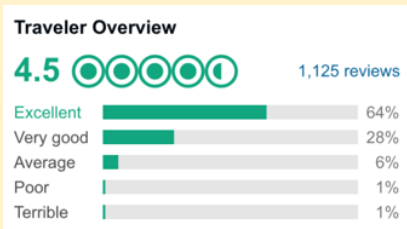
Another benefit with Office 365 is its ability to work on many different devices. From traditional desktop workstations & laptops to Android & Apple tablets to all of today's smart phones, Office 365 will run. IT plans to have the Office 365 migration done this October so Old Salem can begin utilizing all the new tools and applications that are included. Many of the new programs emphasize collaboration across the organization.



Old Salem's renewed library at the Single Brothers House is fully operational. We have collected materials from all over the historic district to now be available for research and casual learning.



Zevely Inn is one of our newest Pillars members. We now are offering special weekend packages with the Inn that include tickets to Old Salem.



ORGANIZATIONAL & HUMAN RESOURCES

Applicant Tracking & Acquisition:

Received 122 employment applications for five positions. Ten hired.

HR Training:

1. Attended a Human Resources Seminar in August
2. HR overview on FLSA, EEO, FMLA, ADA and more
3. Federal Record Retention Requirements
4. Best practices to establish employees' confidence and earn respect
5. Strategies for employee coaching, counseling and discipline

Performance Reviews:

Revised the employee performance evaluation. Based criteria on position responsibilities instead of one-size-fits all evaluation form that has been used in the past.

Human Resource Consultant Company – Capital Associated Industries (CAI):

Joined CAI, a non-profit membership organization, providing resource for employers in human resources and management advice, a pre-paid legal service, survey data, public policy advocacy, ready -to-use HR templates training and consulting.

CAI is now running our background checks and we are receiving reliable data with cleaner reports. Some checks are half the price of our previous company. We are also saving on turnaround time and fees on getting the background check form completed and submitted because the prospective candidate can complete and submit the form online. Their information can be entered confidentially.

E-verify:

We are not conducting our own confirmations to verify that candidates are authorized to work in the United States and saving \$10 per person.

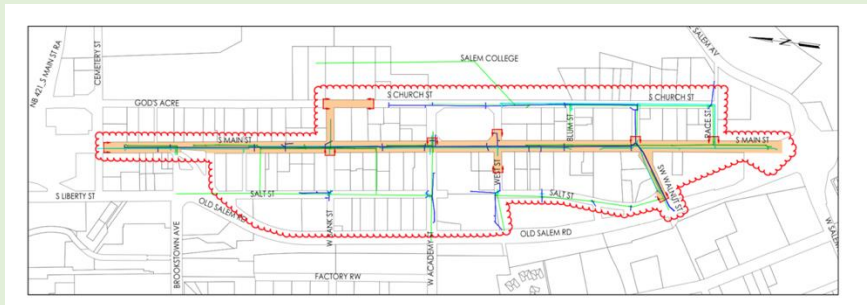
Volunteer Program:

Began managing the Old Salem Volunteer program. Made adjustments to the online application and handbook.

Total of 15 volunteer applications received; 8 were placed in the following areas:

- 2 volunteers – Hidden Town
- 3 volunteers (Salem College Interns) – Horticulture
- 3 volunteers (Wake Forest Interns) – Hidden Town

HR Newsletter - Composed and distributed July-August and September Employee Newsletter.



RESIDENTS' ISSUES

Monthly meetings of the Residents Advisory Committee continue over coffee at the Fourth House. **Members of this committee are Linda Hobbs, Jerry & Kathleen Keyser, and Bob & Marilyn Little.** Guests to this meeting have been **Robbie King**, Director of Interpreted Environments, as well as **Michelle McCullough**, Historic Resources Commission lead staff for Old Salem issues. FDV also hosted a 3rd Qtr. Public Residents meeting with guest **Jeffery Fansler** with the City of WS-DOT. This meeting primarily addressed the street infrastructure works and landscape issues within the district.

Franklin Vagnone Meetings and Gatherings of Note

WFU Hidden Town (7/2); Naturalization ceremony (7/4); Order of the Long Leaf Pine (7/4); Kennan Institute (7/5); Steve Burke & Randy Campbell (7/6); Enrichment Center (7/11); S. Doran (7/12); BOT Collections, Research & Archaeology C. Meeting (7/12); Ann Lantry (7/13); CM John Larson (7/17); BOT Development Committee mtgs (7/19); Kelly Rolands (Historic Bethlehem) (7/20); Residents' Mtgs (7/23); Eileen McComb (Ben. Moore Paints) (7/23); Toni Bigham (7/26); Beth Mercier (7/27); Dr. Kevin Cherry (NCDRC) (7/30); BOT Finance and Investment Committee (8/2); Black Philanthropy Initiative Gathering (8/2); Will Joyner (8/3); BOT Exec. Committee (8/9); Carol Kirby (8/10); John Case (8/20); Salem College Innovation Opening (8/20); Middle Fork Teacher Training (8/21); Candle Tea Mtgs (8/22); Scott Wierman & Ragan Folan (8/23); Residents Advisory Meeting (8/27); Berkshire Hathaway (9/5); BOT dev. Committee (9/6); Larry Averill & Liz Tacik (access Salem) (9/6); Ragan Robinson WS Journal (9/6); Flora & Jose Isasi (Que Pasa) (9/7); Rev. McElveen (9/10); Sylvia Sprinkle-Hamlin (Nat. Black Theater Festival) (9/17); Louis and Debbie Lobos (9/17); Barbara Roole Jessie Ball DuPont (9/19); OS 3rd Qtr Residents meeting (9/20); Louis Lobo & Mike Willet BB&T (9/21); Susan Britain grant writer (9/21); Residents' Advisory Mtg (9/24); Margaret Pritchard (9/24); Twin City Talk (9/26); Cornelia Barr (9/27).