



# Old Salem President's Update

## 3rd Quarter 2019

3RD QTR 2019

**DataMax**  
Foundation

Old Salem Receives  
**\$50,000**  
multi-year grant to support

**LEARNING IN PLACE**

VISIT  
**Winston  
Salem**  
Look Forward, Travel Back™

**\$20,000**  
2019 grant to support  
Marketing & Tourism Advertising



**\$5,000 investment**  
from an anonymous donor  
to support field trips to Old Salem  
for the all  
Diggs-Latham Elementary School 4th  
Graders

If you would like to learn more about how you can help fund a school  
to visit Old Salem Museums & Gardens through our  
LEARNING IN PLACE initiative, please contact

Michelle Cook, Sr. Director of Development – [MCook@oldsalem.org](mailto:MCook@oldsalem.org)

## INCOME & EXPENSES AT A GLANCE

**At the end of the third, we're in a positive place financially.**

- Our YTD revenue as of September 30<sup>th</sup> is 2.4% above budget and 8.5% above 2018.
- Expenses are 6.1% below budget and 5% below 2018.
- YTD our net income is (\$132.8) against a budgeted figure of (\$459.5) and last year of (\$839.5). The reason we're in such good shape is a \$359K non-restricted bequest received in the second quarter.
- Attendance has also been strong in the district. At the end of September attendance revenue is 4% above budget and 5.6% above 2018.

*2019 as compared to 2018*

**Attendance is up 1.2% with revenue up 5.6%**  
**Overall Revenue is up 8.5%**

*"Salem Saturday" attendance is steady  
(which is good since last year was the first year for "Salem Saturdays")*



# JESSIE BALL DU PONT FUND



Old Salem hosted its first **Access Salem Saturday** concentrating on our ACCESS SALEM Initiative. The event was funded by a **Jessie Ball DuPont Fund** with a project grant.

**Access Saturday**, held on September 14, was our first opportunity to engage end-users about our progress. Our special guests, along with their families and caregivers were invited to experience Old Salem and provide invaluable feedback about their experience through both quantitative and qualitative data collection. We had about 130 visitors, representing local non-profit organizations that work with disabled clients.



## DEVELOPMENT

### Development Priorities for 2019

- Strengthen Operations
- Stewards Donors and Prospect Relations
- Rebuild Pillars Corporate Membership Program
- Assess ALL Membership Programs
- Engage Legacy Donors (1766 Society)
- Strengthen Grantsmanship

### Steward Donor and Prospect Relations

- Hosted three Marshall Society focused Hearthside gatherings in September. Special thanks to Diana Geyer, Deb Larkin, Mary Jane Pishko, and Susan Ball.
- Participated in several Fourth House engagement gatherings
- Began planning for former board members' engagement. Special thanks to Ragan Folan and Tony Furr who will host a board leadership luncheon in November.

### Strengthen Grantsmanship

- Grants Funded:
  - BB&T awarded OSMG an unrestricted grant of \$250,000 payable over five years
  - The Winston-Salem City Council approved a 2019-2020 budget allocation of \$197,710
  - The Forsyth County Commissioners approved an allocation of \$100,000
  - The Jessie Ball DuPont Fund awarded OSMG a \$60,000 unrestricted grant
  - DataMax Foundation – \$50,000 payable over two years to support Learning in Place
  - Visit Winston-Salem Arts and Events Marketing Assistance grant of \$20,000
  - Jesse Ball duPont Fund Small but Great grant of \$5,000 for Access Saturday
  - Stratford Rotary – \$1,000 for support of Access Saturday.

### Grants Submitted:

- Novant Health -- \$25,000 request based on our equity initiatives
- The Arts Council of Winston-Salem – Technical Assistance grant request of \$5,000
- Twin City Kiwanis Club for support of Access Saturday
- Grants to Be Submitted:
  - The Arts Council of Winston-Salem Organizational Support Grant
  - City of Winston-Salem 2020-2021 Grant Request
  - IMLS Museums for America



## EDUCATION & INTERPRETATION

- The warm dry weather this Summer brought many new and old friends to Salem this year and the Education staff were delighted meet them all! The Pottery hosted

The goal of the event was to fully assess the built environment of the historic district to outline needed changes and responses to actual physical access limitations.

Planning for **Access Saturday** was in the capable hands of **Bettie Clay**, Coordinator of Donor Records and Stewardship in the Office of Development and **Ted Guenther**, Coordinator of Access Salem. They were joined by members of the **Access Salem Community Advisory Committee** and representatives from the **Winston-Salem Mayor's Council for Persons with Disabilities**, **IFB Solutions**, **Centers for Exceptional Children**, **The Adaptables**, **The Enrichment Center**, **ABC of NC Child Development Center** and **Horizon's Residential**.

*The long-term goal of Access Salem is to transform the Old Salem experience into one that deeply engages our visitors no matter the physical or cognitive challenges.*

## LANDSCAPE, RACE, & CULTURE



The **Landscape, Race, and Culture National Conference** became our most successful landscape conference ever facilitated by Old Salem. With attendees **from 10 states**, the sold out event garnered national social media attention. Robert Leath, chair of the conference committee, with Martha A. Hartley, Project Manager of the conference, worked with multiple community stakeholders, **Southern Garden History Society** and **Wake Forest History Department** to facilitate a national-class gathering.

a hands-on workshop for our friends **from Arbor Acres** that we hope will become a regular event and one that Salem could offer to other adult groups that visit. The **NC/SC/VA Motorcoach Association** held a meeting in Winston-Salem in September and members of the Education staff demonstrated pottery, weaving and woodworking at the opening reception held at the Visitor Center. It was a beautiful evening and we enjoyed meeting the tour operators that bring their groups to visit OSM&G. The Single Brothers Workshop staff have been happy to work with the Development Department to host many Hearthside Dinners, in which our guests help prepare a fireside meal and enjoy the conversations with fellow Salem fans.

- During August and September, we held several staff training sessions for our new interpreters as well as some of our more experienced staff. **Eric Jackson**, Director of Horticulture, spent time with interpreters in the Miksch garden providing valuable information and techniques so that the two departments will be able to work more closely in the coming months to provide for a well-rounded garden experience for our visitors. The Single Brothers Workshop guides offered opportunities for interpretive staff to sharpen their historic cooking skills that will come in handy in the Tavern kitchen this coming holiday season!
- Education staff have also been active with several of Old Salem Museums & Gardens' initiatives. **Ted Guenther** and **Kelly Beeson** assisted with Access Salem and **Tara Logue** has been very active with some of the artists in the Out of Bounds program. Look for new art pieces with a Salem spirit in T. Bagge in this Christmas!

## RESTORATION & INTERPRETED ENVIRONMENTS



- **Muddy Creek Café & Music Hall**, a restaurant and music venue, will soon occupy the former Flour Box location behind T. Bagge Merchant. Work has been underway to refresh the space with paint, equipment, electrical, plumbing, signage, as well as a new energy and focus. Muddy Creek will bring to Salem good food, good beer, and great music...all in the spirit of the early Moravians and much in the spirit of Old Salem's new scope and reach.
- True to the autumn season, Old Salem's buildings were recently populated with **locally grown pumpkins** set in displays amid potted plants, bale bales, barrels, and cords of wood. This addition along our streetscapes is a continuation of the vignettes 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 will also add a festive and fitting atmosphere for our annual Halloween Trick or Treat Night on October 27<sup>th</sup>. Directly following this nod to the Fall season, holiday decorations will transplant pumpkins with greens, red ribbon, and Salem grown accents.
- Old Salem has recently worked with the County's **Historic Resources Commission (HRC)** to review and approve added security measures for Old Salem buildings. Efforts have been taken to find unobtrusive motion activated lights and cameras that might offer needed lighting and monitoring. Options for components included battery operated lights/camera for areas without electricity and "smart" doorbells with camera & sound. Old Salem's work with the HRC will likely offer a model for similar approaches in Salem, particularly in locations with less night illumination or other security concerns.

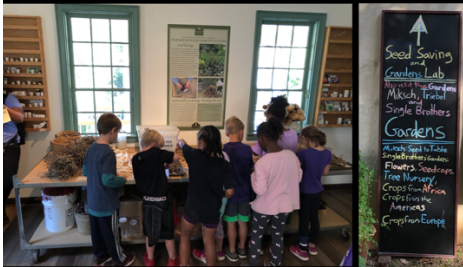


## RESEARCH & ARCHAEOLOGY LAB



Just in time for 4<sup>th</sup> Quarter, Old Salem moved both its **Research and Archaeology** spaces into the Visitors Center to create a public-facing lab. A prior gift shop, in recent years this space was relatively unused and now greets our guests with an up-front understanding of primary document research as well as the process of archaeology investigations. **Martha A. Hartley, Director of Moravian Research and Project Archaeologists Geoff Hughes** (along with others on the OSMG team **Robbie King and Eric Skarzynski**) facilitated the move on schedule.

## HORTICULTURE & GARDEN LAB



After the initial move from the Coke Plant and into the vacant Herbst House, Horticulture & Garden operations spent the 3<sup>rd</sup> Quarter preparing the Main Street location for our

## FACILITIES



- The Facilities team cleaned the awning at MESDA and cut back some of the vegetation from the building to make it more aesthetically pleasing.
- NCDOL inspected all boilers and made a few recommended improvements to ready us for the winter.
- Due to a power surge, our chiller needed a new control board. We had our system evaluated from an outside source and will be implementing some changes to the entire system in the near future. Overall, we received a really good report.
- We made improvements to the entry at the Single Brothers Workshop, raising the drain and in-filling the grade to make it easier for handicap access.
- A sump pump was added to the freight elevator shaft at MESDA to expel the ground water intrusion that occurs during rainy periods.



## COLLECTION, RESEARCH, & ARCHAEOLOGY

### MESDA Collections

- The third quarter has been an exciting time for MESDA's adjunct curator of textiles, **Jenny Garwood**. Over the last several months, the museum has received three very important textile gifts, made a significant sampler acquisition, and received loans from two sister institutions that allowed Jenny and Daniel Ackermann to mount a small exhibition in the McNamara Southern Masterworks Gallery.
- The three gifts include a beautiful chintz-applique quilt that descended in the Baldwin-Streett family of Harford County, MD, 1820-1840, gift of Peyton B. Hudson in memory of Dorothy Baldwin Streett; an elaborately embroidered sampler worked by Frances Garrett of Caswell County, NC, 1834, and a historically significant family register sampler worked by Daniel Boone's cousin, Mary Johnson of Ohio County, Kentucky, 1810-1815, both gifts of David and Anna Marie Witmer. Also, MESDA acquired the cover girl sampler from Gloria Seaman Allen's book on Washington, DC, needlework, *Columbia's Daughters*. The house sampler was worked in 1825 by ten-year old Mary Tait, who came to the United States from Scotland with her father Alexander Tait, one of the many Scottish stonemasons responsible for the construction of our nation's early government buildings.
- An exhibition on the early history of North Carolina's Raleigh Academy features two important museum loans. Jacob Marling's painting, *The Crowning of Flora*, depicts one of the academy's spring ceremonies. Owned by the Chrysler Museum of Art in Norfolk, VA, it is now on view at MESDA with the only two known needleworks completed by students at the school. MESDA's needlework picture by Mary J. Walker of Brunswick County, VA, is exhibited with the painting and the other surviving work by Anne Peace of Raleigh, NC, lent by the North Carolina Museum of History.



high-volume days in the 4<sup>th</sup> Quarter. As part of our **ACTIVATE MAIN STREET** Initiative, the lab greets school children and visitors with our **SEEDS with STORIES** initiative, garden planning, and eventual horticulture hands-on workshops. This is the companion move toward placing previously behind-the-scenes activity into public-facing spaces in order to tell a more thorough story about Old Salem.



## WINKLER BAKERY RENOVATIONS



Winkler Bakery's retail space has undergone a transformation designed to provide a fresh perspective and a renewed appreciation for the myriad of baked goods offered each day. The bakery now boasts crisp white walls, sharp black trims, additional lighting, a wealth of new shelving, historic images and texts, new product packaging, and a palpable energy. So far, all reviews have been great, and sales have been brisk. The bakery follows other retail spaces looking to offer both the traditional and the new in look and product. **Robbie King**, Director of Interpreted Environments and Restorations was the Project Manager.



## MESDA ENGAGEMENT

- The second **MESDA Journey** took a small group of attendees to Virginia to explore "The Decorative Arts of Our Commanders in Chief." Near-perfect fall weather was enjoyed by participants as they visited Thomas Jefferson's Poplar Forest and Monticello, James Madison's Montpelier, and George Washington's Mount Vernon, as well as the University of Virginia, Tudor Place and other sites in Washington, and several private collections. Participants enjoyed exclusive access and curatorial expertise, as well as many special opportunities to drink, dine, and socialize. While we continue to cherish our memories from the trip, planning is underway for the next MESDA Journey, slated for Fall 2021.
- Joining us at MESDA and Old Salem next month for their Annual Symposium will be members of the **American Ceramic Circle**. This group of ceramics scholars and enthusiasts will gather for lectures and specialized behind-the-scenes tours throughout the Historic District, including the William C. and Susan S. Mariner Southern Ceramics Gallery at MESDA and the new Old Salem Archaeology Lab.
- The **2020 MESDA programs calendar** is finalized! Dates are set for the Design Seminar ("Designing for Dining," May 1-2), the Map Seminar ("Cartography and Culture: Mapping the Early American South," September 11-12), and the MESDA Conference ("Columbia: The South Carolina Midlands," October 22-24). The MESDA website ([www.mesda.org](http://www.mesda.org)) will be updated regularly as details are finalized.



## HIDDEN TOWN PROJECT & MORAVIAN RESEARCH

### Research

- **Research Files:** Work continues with 26 historic lot files completed or in process; focus remains identifying houses of enslaved people on Salem landscape.
- **Biographies:** Focus also directed to building research files on enslaved (and free) individuals and family connections
- **Wake Forest University Interns:** Three undergraduate students from Wake Forest University Department of History as research interns for fall semester; immersion in primary source documentation.
- **UNCG Capstone Project:** graduate student for academic year 2019-2020.
- **Volunteers:** Two volunteers continue their research.
- **Research & Archaeology move from Coke to Wachovia Room:** move accomplished in July and fully functional by August 1.
- **Descendants:** hosted Timothy and Fanny descendant Spencer McCall for research (Sept.).

### Collaborations

- **Southern Garden History Society and Wake Forest University Department of History:** Landscape Conference Sept. 26-28, 2019 "Landscape, Race, and Culture: Shaping a World of Color in the American South."
- **Association for the Study of African American Life and History:** attended North Carolina Branch organizational meeting (July 10).
- **Reynolda Conference:** planning tours and facilitating potential event space for April 2020.



## WINKLER BAKED GOODS RE-BRANDING



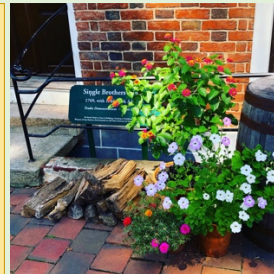
After well over a year's worth of planning, Old Salem Museums & gardens stocked the shelves of the retail stores with newly branded fresh baked goods. In addition to the new band and labels, we have introduced the tin containers and a new smaller sized box. 4<sup>th</sup> Quarter sales are already giving us a positive trend upward in sales which we, in part, tie to the new branding and packaging effort.

Special thanks to **Chad Smith (Winkler Bakery Annex Chef)**, **Terry Taylor (Interim COO)**, and **Pat Albert (Director of Retail)**.

- **Motor Coach Association Convention 2019:** Old Salem hosted evening event in Visitor Center with Old Salem Research & Archaeology Lab Open House (Sept. 19); Morning tour guide in costume on coach for "Meet the Moravians" (Sept. 20).
- **Liberian Organization of the Piedmont:** prepared history for City of Winston-Salem Historic Marker (2015) recognizing the Liberia-Salem connection and spoke at unveiling ceremony in Happy Hill (Sept. 21).

### Outreach

- **Summer Institute:** Hidden Town Lecture and tour, including Happy Hill tour (July 2).
- **Triad Today:** interview for marketing Landscape Conference, with Shelia Harrell-Royce (July 17).
- **"One Tank Trip":** interview with PBS Charlotte affiliate on visiting Old Salem (July 24).
- **Homowo African/American Seeds:** interview with UW-Madison grad student in Geography, Christian Kieve, studying political ecologies of seeds and the role of seeds in Black environmental and agrarian movements (August 5).
- **Happy Hill Community Garden:** attend meetings at Alder's Point and support efforts through garden work, signage, etc.
- **Real Food Traveler:** interview for "History Comes Alive in Old Salem," one-hour podcast with Courtney McDonough (August 12).
- **Reynolda Conference:** abstract, etc. submitted for April 2020 conference "Becoming American: Moravians and Their Neighbors, 1772-1822" (August 20).
- **Happy Hill Arts Afterschool and Summer Creative Academics:** supported history component; attended Final Day Showcase (August 14).
- **Shotgun House Project:** supported Triad Cultural Arts (Aug).
- **New staff training:** Wachovia lecture (Aug. 20) and Hidden Town tour (Aug. 23).
- **Historic Arkansas Museum:** Hidden Town tour for staff delegation (Sept. 4).
- **Open House for staff:** hosted in new Old Salem Research and Archaeology Lab in the Wachovia Room (Sept. 18).
- **"Landscape, Race, and Culture: Shaping a World of Color in the American South":** 22<sup>nd</sup> biennial Conference on Southern Gardens & Landscapes; planned, facilitated, implemented 3-day conference (sold out 130) with public keynote "Black Landscapes Matter" (200+ attendance) (Sept. 26-28).
- **Hidden Town introductory lecture:** Landscape Conference (Sept 27).



### HORTICULTURE & LANDSCAPE

#### • Single Brothers Garden

We had very little rain for almost all of the 3<sup>rd</sup> quarter following an extremely wet 2<sup>nd</sup> quarter. Nevertheless, the plants in the Single Brothers Garden persisted thanks to our irrigation system and we had a flourishing summer garden on display the entire time.

The flower garden was a popular selfie spot due to the ever-flowering cucumber leaf sunflowers. The Seed garden produced lots of seed of carrots, collards, radishes, and more. The tree nursery figs, peaches, and grapes all took on much growth during the summer months. The "Crops from the Americas" garden was in full form all summer producing hot red peppers for Christmas decorations, 'Carolina Black' peanuts, a pole bean seed crop, corn, and many Seminole pumpkins. The "Crops from Europe" was planted in buckwheat cover crop for the early summer and then in late August and September planted in wheat, mangelwurzels, carrots, and turnips. The "Crops from Africa" really came into its own in the late summer reaching its peak for the Landscape Conference. 'Carolina Gold' rice, 'Benne' sesame, 'Dwarf Green' okra, 'Whippoorwill' cowpeas, and 'Red Seeded' broomcorn all were on full display.



## ACCESS SALEM PARTNERSHIP WITH MOJI



Old Salem Museums & Gardens formalized a partnership between **MOJI**, a non-profit dedicated to job training efforts for people with disabilities, and our bakery annex division. We will hire MOJI stakeholders and train them in baking skills with the understanding that the baked goods will be sold in the MOJI coffee House located in downtown Winston-Salem. This effort combines both the **ACCESS SALEM** and **EQUITY INITIATIVES** in expanding OSMG's community involvement with new constituencies.

## SALEM: OUT OF BOUNDS



OSMG first round of "Out of Bounds" contemporary art fellows began researching the history of the Moravians as well as engaging within the historic district. **Nico Amortegui**, sculptor/painter, is joining us in the pottery on special **SALEM SATURDAYS** where he is decorating traditional Moravian pottery pieces with his particular aesthetic interpretation of Moravian symbolism, colored

### • Miksch and Triebel Gardens

The Horticulture department inherited much of the care for the Miksch and Triebel gardens after Hillary Masterson's departure. We've done our best to keep the garden watered and weeded during the hot and dry September. Germination of lettuce and beets was difficult due to the unusual heat, but the radishes and rocket plants did well. Horticulture staff led a couple promising information session garden tours with the Miksch house interpretive staff with the hopes of developing a hybrid collaborative maintenance of these two gardens.

### • Landscape

Regular grounds maintenance of Old Salem's 33 acres - over 60 properties provides a consistent need for mowing, trimming and brush collection. Summer heat and humidity makes the 3<sup>rd</sup> quarter the most intense period for the landscape crew. In addition to the regular maintenance of the landscape we have been pursuing the removal of invasive vines like English Ivy and Poison Ivy, also many weed trees have been removed.

• Problem areas tackled this summer include the area between Salt Street and Old Salem Rd between Walnut Street and the Plants of Ecological and Economic Importance arboretum. A tree was removed behind the Tavern restaurant near the parking lot and that area has been cleaned up. Stumps were removed from near the bus stop on Old Salem road and grass seeded. Also, the Fourth house landscape was limbed up, mulched, and a drainage improved ahead of a series of donor gatherings there.

• The Salt Street family gardens, although not currently being intensively cultivated, periodically require some detailed maintenance work. Also, the orchard and the field below the First and Second house lots were intentionally let to grow like a meadow.

### • Main Street and More

The container plantings of lantana, pomegranate, geraniums, and bay trees at museum buildings on Main Street, St. Philips, the Doctor's House, MESDA, and at the Visitors Center. The MESDA bed of perennial native shrubs and vines are maturing. Arrangements of flowers and elements from the gardens and landscape are thoughtfully crafted every Friday by Ellen McCullough for the reception desks of the VC and MESDA. For upcoming Christmas decorations we've been collecting and drying peppers and more for ornamenting our Christmas swags and wreaths.



### LEARNING IN PLACE

Learning in Place continues to bring together K-12 students, educators, and others to provide dynamic learning opportunities for all. 3<sup>rd</sup> Quarter was filled with thoughtful planning and preparations for exciting things to come, with the end of the reporting period ushering in the beginning of the school group visit season.

Learning in Place highlights from 3<sup>rd</sup> quarter include:

- Meetings with the 4<sup>th</sup> grade team and administration at Diggs-Latham Elementary School in Winston-Salem to plan field trips to Old Salem. Thanks to the generosity of a donor, the 4<sup>th</sup> graders at **Diggs-Latham (a Title 1 school)** will be visiting Old Salem in Spring 2020.
- Welcoming 2<sup>nd</sup> – 4<sup>th</sup> grade students from **ASU Academy at Middle Fork in Walkertown (a Title 1 school)** for field trips as continuation of our pilot program that brings Title 1 schools to Old Salem at reduced or no charge.
- Continuing collaborations with **Salem College** to align current Hands-on Tour curriculum with current North Carolina Essential Standards.
- Planning for **Winston-Salem/Forsyth County Schools Professional Development Seminar** on October 29 that focuses on Hidden Town. WSFCS will be bringing 200+ K-5 teachers to



glazes, and narratives. Special thanks to **Tara Logue**, Master Potter, and **Erin Glant**, Lead interpreter at the historic Tavern.

## PRESERVATION INSTITUTE: REMPART



Mid-August witnessed the conclusion of Old Salem's 2019 collaboration with **REMPART**, the French based international organization with over 50 years bringing volunteers together to preserve over 800 structures worldwide. **Old Salem is only the second site in the country to host REMPART's program.** As a result, **the Shultz Shoe Shop** has a new face made possible by many hands scraping, priming, and repainting, as well as reviving windows and failing wood. August of 2020 will see our relationship continue to focus on

Old Salem to learn from our staff through lectures and demonstrations. In return, the teachers will create Hidden Town educational resources for OSMG to use in our programming.



### RETAIL HIGHLIGHTS

- Retail sales across the board are 11% below budget and 10% below last year but we are seeing a positive trend going into the 4<sup>th</sup> quarter with changes we're making in all the stores.
- Year-to-date sales for Handcrafted Salem 1766 items are \$14K, an enormous increase over the \$5K in sales during the same time period last year.
- NOTE: At the end of the 3<sup>rd</sup> Quarter, Winkler and Bakery Goods sales are down 14% from last year (\$68k) and we are 18% below budget.
- Winkler Bakery has had a face-lift – new shelves, paint, lighting, traffic flow and visual decorations.
- Following our Winkler Bakery renovations and re-branding of all baked goods our 4<sup>th</sup> Quarter sales have increased and surpassed previous year's sales (giving us a tentative positive trend).
- Current board member, past board chair and retired Hanes executive, **Mike Ernst**, has been giving us advice and input on our retail operations.
- All the stores have new signage branding.
- We have new cookie packaging now in all the stores. We also have cookie tins we did not have last year.
- T. Bagge is transitioning into our store for items made by Old Salem's Master Craftspeople. It now has a new 42" monitor showing video clips of them at work making the items available for sale in the store.
- Professional photography of all Handcrafted Salem 1766 and new baked good branding to be used in 4<sup>th</sup> Quarter advertising.



### NEW BENEFACTORS

- Members of the New Benefactors enjoyed volunteering during **Access Saturday for their Summer Service Project**. The day provided those with physical and cognitive challenges an opportunity to visit the Historic District and report on their experience. The New Benefactors appreciated being able to directly engage with the Access Salem Core Initiative, which is the focus of their fundraising goals.
- Members and friends had a rare opportunity to go behind-the-scenes of many Old Salem properties on their **Summer After-Hours Tour**. Robbie King, Director of Interpreted Environments, led the group on an architectural walking tour which not only explored buildings from street-level, but went inside and into attics long after staff and the last regular visitors of the day had gone home.
- The regular bi-monthly **Brews with Benefactors** allowed members to meet up at the Cobblestone Farmers Market and share their mission (and Krankies coffee, made available for free by Monteleone Enterprises!) with interested Saturday morning



the Shoe Shop with hand shaping and reroofing of the oak roof shingles.

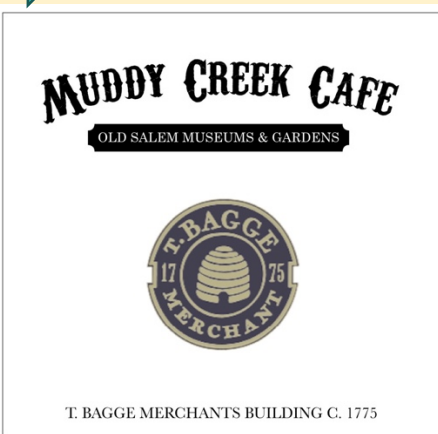
Special thanks to **Robbie King**, Director of Interpreted Environments and Restorations, for his planning & leadership of the institute, and **Bob Pearl & Ann Hall Wauford** – contractors and mentors for the Institute.



## SALEM SATURDAY SPECIAL DAYS



## ON THE HORIZON



### 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 arise. For any information regarding the infrastructure and street work by the City of Winston-Salem, please go to the city website and it will direct you.

### RESIDENTS' ISSUES

Monthly meetings of the Residents Advisory Committee continue over coffee at the Fourth House. **Members of this committee are Linda Hobbs, Bob & Marilyn Little (Co-Chairs), Joe Madaras, and Jerry & Kathleen Keyser.**

attendees. Though it was a rainy day, the hot coffee and convivial conversation made for a fun and warm gathering.

- The New Benefactors look forward to their annual holiday fundraiser, **Deck the District**. The Old Salem Visitor Center will be decorated with festive trees sponsored by local businesses to benefit the Access Salem Core Initiative.



## VISITOR SERVICES

- On Sept 16, 2019, Old Salem partnered with **Forsyth Technical Community College** for their annual Leadership Excellence Program (LEP). We welcomed 22 education managers to participate in a hands-on team-building program that concluded with a meal. This group connected with their colleagues and explored Old Salem as a resource to assist in their academic and continued education departments.
- Old Salem served as the location for the **North Carolina Motor Coach Conference 2019** "Kick-off" event. We had the pleasure of collaborating with our industry partners, "Visit Winston Salem," in sharing the hospitality of the district and placing the uniqueness of Old Salem on display for over 300 guests.
- Our President & CEO, Frank Vagnone, presented to **Visit Winston Salem's** staff as part of their Familiarization (FAM) Tours. The presentation included an update of our progressive initiatives and insights into Old Salem's best practices for public engagement.
- As part of our **Landscape, Race, and Culture Conference** we welcomed a dynamic speaker, Mr. Kofi Boone. Mr. Boone spoke to a full house of attendees about the intersections of race, architecture, and land. This conference welcomed a diverse audience and was embraced by the academic and larger public communities in Winston Salem.
- **Appalachian State University** has partnered with Old Salem again this year to provide an outstanding program in service to the Appalachian State University Academy at Middle Fork Elementary, a Title 1 school. **Middle Fork Elementary** students benefit from an interactive tour of the district led by Eric Groce and his student teacher interns. The program is focused on broadening the students view and understanding of Moravian and Salem history. Dr. Groce focuses on preparing his student interns how to guide students through content and visual learning.

## ORGANIZATIONAL INFORMATION TECHNOLOGIES

- The department of Information Technology undertook a major upgrade for the retail software that is utilized in Old Salem's stores. The software and licensing for this project cost Old Salem around \$1000 (we purchased it from TechSoup). The fair market value of this software (what a regular for-profit organization must pay) would have been just under \$20,000.
- Another part of the upgrade was replacing the point of sale workstations in the stores with new hardware.
- Along with the retail upgrade we changed our credit card processor from NCR WorldPay to Red Rook Payment Solutions. Earlier this year Red Rook reviewed our Visitor Center and Winkler statements and concluded their services could save Old Salem approximately 12% or \$3800 annually on processing fees
- The fourth quarter will be busy for Information Technology as work to update many of our computers to Windows 10. End of life for Windows 7 is happening in January since there will be no more security updates for 7.