



MOST

THE BRIDGE

SPRING
1995

News of the National Czech & Slovak Museum & Library

THE MOVE IS ON

The new museum building is completed, the offices moved, exciting new merchandise has been purchased for the gift shop and the exhibits, which will be temporarily housed in the library area, are in the process of being positioned.

Rental of WFLA Heritage Hall is well ahead of projections with many weddings, receptions, holiday parties and meetings already scheduled for the upcoming year.

Programs are evolving with the Cedar Rapids Area Convention & Visitors Bureau highlighting the Museum as a "point of destination" for tourism and a location for off-site events for conventions, meetings and group tours.

We have a year of community events and programs, seasonal traditions, fund raising activities, dedication festivities, unique travelling exhibits and performing arts planned for adults and children alike.

Over the last two months, the staff has been committed to aggressively **moving** the Museum forward by providing several new opportunities for the people we serve:

- * Expansion of ethnic educational programming.
- * Collaboration with the Czech and Slovak Embassy's to provide first



class travelling exhibits and performing arts.

* Development of "Members Only" Program.

* Increased community partnerships with the Cedar Rapids Area Convention & Visitors Bureau, Freedom Festival Inc., Cedar Rapids Area Chamber of Commerce and Iowa Department of Economic Development, International Division.

* Development of a comprehensive Volunteer Program.

As you can see, a lot of the "**moving**" that is taking place hasn't been just from one building to another but rather, it's been a move to working for you, our members.

The National Czech & Slovak Museum & Library extends its deep appreciation to our members who have provided the volunteer time, financial support and pure enthusiasm which are the necessary ingredients for success.

Thank you for your consideration and support.

Ann Bergren
Development Director



WE ARE OPEN! WE ARE OPEN! WE ARE OPEN! WE ARE OPEN!
The National Czech & Slovak Museum & Library will resume regular operating hours
Tuesday March 21, 9:30 a.m. - 4:00 p.m., Tuesday through Saturday.

The "Value" of the new Museum

A visit to the new National Czech & Slovak Museum & Library is seeing only a part of the real value it brings to the community. The museum has always been of great importance to our area and the effort of ethnic heritage preservation. Receiving the "national" designation a few years ago was an enormous factor that elevated its importance worldwide...and was a sign of great things to come.

Today visitors admire the magnificent new building and its place in Czech Village. Whether in the area to visit friends and family, attend a convention or just passing through, they marvel at the richness of the extensive collections of antique costumes and artifacts. Guests appreciate understanding an ethnic heritage that continues to be an important influence in the development of the Cedar Rapids area. The Immigrant Home reflects the lifestyle and values of the emigrants as they settled in our area. The library will become a valued resource for study and research...and will be unmatched by any other facility of its kind. Visitors to the museum's gift shop find a delightful expanded collection of items from which to choose. Heritage Hall is a first-class new site for special meetings and events. The new facility tells the unique story of our community's ethnic heritage.

The teamwork and cooperation necessary to succeed in developing the new museum speaks to another value held by the community. Hard work sacrifice and focus on a common goal have resulted in an enormous gift to the entire area. This gift, the new National Czech & Slovak Museum & Library,

represents the dreams, planning and generosity of area individuals and families as well as others from throughout the nation who contributed funds and artifacts.

Another not-so-obvious value is the economic contribution the new museum provides by expanding our tourism base. Tourism is Iowa's third largest industry. According to most recent statistics from the U.S. Travel Data Center, travellers to our area currently spend more than \$295.91 million that result in state tax revenue in excess of \$13.65 million. Our local tax revenue of more than \$3.8 million stays in the county. Over 5,000 jobs with a payroll exceeding \$47.44 million in Linn County are direct results of travelers' needs. Travel-generated expenditures continue to increase at a very significant level. While visitors are enjoying and spending, the tourism industry of our area continues to profit, benefiting our local residents at the same time. New restaurants and added entertainment become available for our pleasure, too.

Existing attractions are greatly complimented by the presence of the new museum. As a result, the entire area will see tourism benefits continue to increase in the future. Therefore, another value is realized by area attractions. Recent studies show growing interest in heritage and ethnic tourism nationwide. Visitors want to learn while they are enjoying their leisure time. Development of the new National Czech & Slovak Museum & Library offers those opportunities. In cooperation with many others in the community, the Cedar Rapids Area Convention & Visitors Bureau promotes the area by focusing on attractions, activities and events throughout the Midwest in publications and at trade shows. Active Bureau participation in tourism marketing

associations like the American Bus Association and National Tour Association provide the opportunity for promotional efforts that reach group tour planners throughout the nation who bring motor coach tours into our state and area. Future joint marketing efforts with the museum will result in increased visitorship.

Each time one of us tells others about the new Museum, the "marketing" efforts continue. Spread the word to other Czech and Slovak communities encouraging them to plan a visit to Cedar Rapids and the new museum.

The new museum is an exciting, significant and long-lasting form of economic development that adds to the well being of the entire area. Though somewhat unlike traditional economic development efforts, the museum draws visitors from throughout the world who add to the tourism base for the community. Their economic impact directly and indirectly affects every resident of our area.

Hats off, thanks and a big congratulations to all the folks who made the new museum a reality. Let's continue pulling together to make this a stronger community and visitor attraction!

by Alice Anderson
Director of Tourism
Cedar Rapids Area Convention & Visitors Bureau



The Village Corner



Featuring: George Barta of the Saddle
& Leather Shop
An institution on the *Avenue*

News from the Village Merchants

George Barta is an old friend to many readers of the *Most*. An institution on the *Avenue*, he has been a part of the Czech community all his life. His permanent position at the Saddle and Leather Shop came in 1947 when he, along with Mildred Miller, bought the store from Roy Gaddis. The smell of leather in the place was nearly forty years old by this time.



Kristine Jones enjoys working with her father at the Saddle & Leather Shop.



In 1908, Frank J John opened his harness shop in this location. A history of loving horses and caring for leather goods is part of the Czech heritage that George is proud to be a part of. If you haven't visited the store to see the history as well as the Western and English gear, you are in for a real treat.

By the early fifties, George had bought the store. He says "he has been at home here a long time." He joins a group of merchants that for the most part, were raised on the southwest side of town and attended school in this area. This same group, the Merchant's Association, worked hard in the late seventies and eighties to raise over a million dollars to beautify, provide parking and generally improve the neighborhood.

His daughters run the store today. Kristine Jones and Nancy Barta, George's daughters laughingly say they work full-time- five days a week while their dad is retired and works six!!

George said that when he opened

his shop, mainly boys were riding and today, it is nearly exclusively girls. The business covers all phases of riding needs from bridles and bits to apparel. Custom work today is limited to those items customers cannot find ready-made, such as cellular phone cases, plier holders and key cases. Other changes include the move to English attire and gear. The four full-time and three part-time employees take care of business --after all what would the Avenue be without The Saddle and Leather Shop, Inc. and George Barta?

by Maridee Dugger
Vice President
The Museum Guild





Museum Guild News

The Museum Guild of the **National Czech & Slovak Museum & Library** met March 4 with over fifty members in attendance. The 9:30 AM meeting was held for the first time in the beautiful rooms of the Museum. After the business meeting, the members were thrilled to hear from Radka Peevova of the Czech Republic, who is attending Mt. Mercy College. She told of the days before and after the change in leadership in her country. There was a very lively and informative discussion that followed.

The excitement carried over to a kitchen shower for the Museum. An invitation had gone out to guild members and friends of the Museum to bring gifts (list had been provided) that were needed to set up the kitchen. Gifts included: potholders to coffee pots, cash to garbage cans, toasters to china and silver.



Radka Peevova ...
Mt. Mercy Student

Organization of 1. ways we can volunteer and 2. training of volunteers is underway through staff at the Museum. The commitment of the Museum Guild members is to volunteer a minimum of twenty hours per year. The Museum Guild provides information about the Czech heritage, a sense of Czech and Slovak community and an opportunity to participate in the new museum and library. It is just one way the Museum and Library are at work in the community. With our membership growing the possibilities of our being of real service is also growing.

We welcome new members. Our meetings are held the first Saturday of each month (unless it is a holiday weekend and then it is moved back a week) at 9:30 AM at the **National Czech and Slovak Museum and Library**. Dues are \$10 and twenty hours of volunteer work for or at the Museum.

Join us on April 1 when Vera Matjka will discuss "Czech and Slovak Easter Traditions," May 6 when the topic will be "History of the Cedar Rapids Ethnic Fair," and June 3 for "Czech School History." We encourage you to join us.

by Sylvia Rohlena, President
Maridee Dugger, Vice President



KALENDAR

- March 25
St. Joseph's Day Parade
Village 1:00 pm
- March 19
St. Joseph's Day Dance
P-3 Hall 2 - 6 pm
- March 21
Museum Re-opens to Public
Gift Shop 9:30 am - 4 pm
Temp. Exhibits
- April 1
Guild Meeting
Heritage Hall 9:30 am
- April 8
Morana Parade
Museum 9:00 am
- Easter Traditions
Heritage Hall 9:30 am
- April 11
Czech Heritage Meeting
Heritage Hall 7:30 pm
- April 15
Easter Traditions
Heritage Hall 9:30 am
- May 6
Guild Meeting
Heritage Hall 9:30 am
- May 9
Czech Heritage
Heritage Hall 7:30 pm
- May 20-21
Houby Days
Activities Village/Museum
- May 27-28
Ethnic Fest Activities
Round House/Museum





Barb Edmunds ... March 1995

VOLUNTEER OF THE MONTH

January 1995 - Anne Kloubec

February 1995 - Barb Sherman

March 1995 - Barb Edmunds

**VOLUNTEER RECOGNITION****January 1995**

Sheryl & Chris Dolan

Margaret & Bill Stanley

Barb Sherman

Dolores Usher

Sheryl NejdI

Ann Bergren

Barb & Frank Edmunds

Kurt Davis

Betty Petrzalek

February 1995

Barb Edmunds

Susan Uthoff

Sylvia Rohlena

Sheryl & Chris Dolan

Margaret & Bill Stanley

Mana Zlatohlovek

Olga Sedenka

Susan Frischkorn

Leni Stastny

Ann Kloubec

Barb Sherman

Marj & Ed NejdI

Sheryl NejdI

Hermina Rigel

Ann Bergren

Jo Miller

Dolores Usher

DOBROVOLNIK

Historically, volunteers were the pioneers, the innovators who recognized existing community needs and found ways to meet them. Almost every institution and profession we take for granted today owes its initial establishment to the effort of citizens who chose to become involved in a cause.

The first step to volunteer program success is vision. Volunteers should be creative and innovative partners in service delivery, and expect the best. The second step is commitment. Volunteers are one main ingredient of our organizational mix. Over the last 2 months a lot of time and energy has been spent putting together a comprehensive volunteer program for the new National Czech & Slovak Museum & Library. The program includes: Job descriptions, volunteer role & responsibility, inservice training, assignment of schedules, record keeping, support and on going communication, motivation, and recognition.

We hope by putting this professional program in place you will find your time with us a valuable and enjoyable experience. Look forward to seeing you soon.

Na shledanou

Sheryl NejdI



**The Museum
Volunteers'
View**

VOLUNTEER ALERT

Jobs available:

Village Tour Guide

Village Tour Coordinator

Bulk Mail Coordinator

Bulk Mail Helper

Tour Guide

Gift Shop Assistant

Heritage Hall Set Up Persons

Heritage Hall Assistant

Garden Coordinator Assistant

Garden Helpers

TRAINING SESSIONS

March 16 - 20, 1995

**DATES VOLUNTEERS
NEEDED**

March 21, 1995

March 25, 1995

April 8, 1995

April 15, 1995

May 20 - 21, 1995

May 27 - 28, 1995



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& LIBRARY BOARD OF
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Updated: 03-01-95

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**VUPOMINKU
"In Memorium"**

From December through February 20, 1995, the National Czech & Slovak Museum & Library received monetary donations in memory of the following individuals:

For: Hubert Barnett

From: Larry Klima
M/M John Hlavicek
M/M Carl Landergott

For: Arthur Bezdek

From: Frank Novotny & Family
Lodge #7 ZCBJ
M/M James Graham
M/M John Cimburek
M/M Lumear Netolicky
Sylvia Bezdek

M/M Michael Meinert

For: Louis Buresh

From: M/M Leo Modracek
M/M E. J. Buresh

For: Caroline Hasek

From: M/M Leo Modracek

For: Dr. F.W. Heinze

From: Ms. Virginia M. Heinze

For: Robert S. Hruska

From: Georgia J. Hruska

For: James P. Kocian

From: Denise Kocian

For: Paul Light

From: Libbie Fields

For: Hattie Loeblich

From: M/M Phillip Lang & Family

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M/M Stanley Kuta

Carl Landergott

Lenora Lundquist (by Joanne Fisher)

M/M Duane McAtee

Mrs. Hary Nove

Frank Novotny

M/M Don Pulkrab

M/M George Swenka

For: Marvin Prochaska

From: Elizabeth Prochaska

For: Leo Rigel

From: M/M Darrell Adeerman

For: Blanche Reed

From: Ed Rocarek

M/M John Rocarek

M/M Jerry Szyszka

Ed & Barb Rocarek

For: Hattie J. Svec

From: Lodge #7 ZCBJ

Renata Hruska

Mary Ann Pochobradsky

Dale & Laura Piersall

Newsletter Editor ...
Terri L. Spahn

"Like none other in the nation"
 Call now **319-362-8500**
 to reserve
Heritage Hall
 for your event.

Banquet room for two hundred and fifty ...
 Auditorium capacity of four hundred and fifty.
 Rates vary with time and duration of event.

At your special event enjoy the river view terrace and treat your friends, relatives or associates to an experience they'll never forget!

Overlooking the river is Cedar Rapids' finest rental hall, uniquely set in the new National Czech & Slovak Museum & Library.



National Czech & Slovak Museum & Library 30 - 16th Ave. S.W. Cedar Rapids, Iowa

Make your reservations today for



Heritage Hall

Beautifully set on the bank of the Cedar River in Czech Village

RENTAL RATES

RENTAL RATES ARE ON AN HOURLY BASIS AS FOLLOWS:

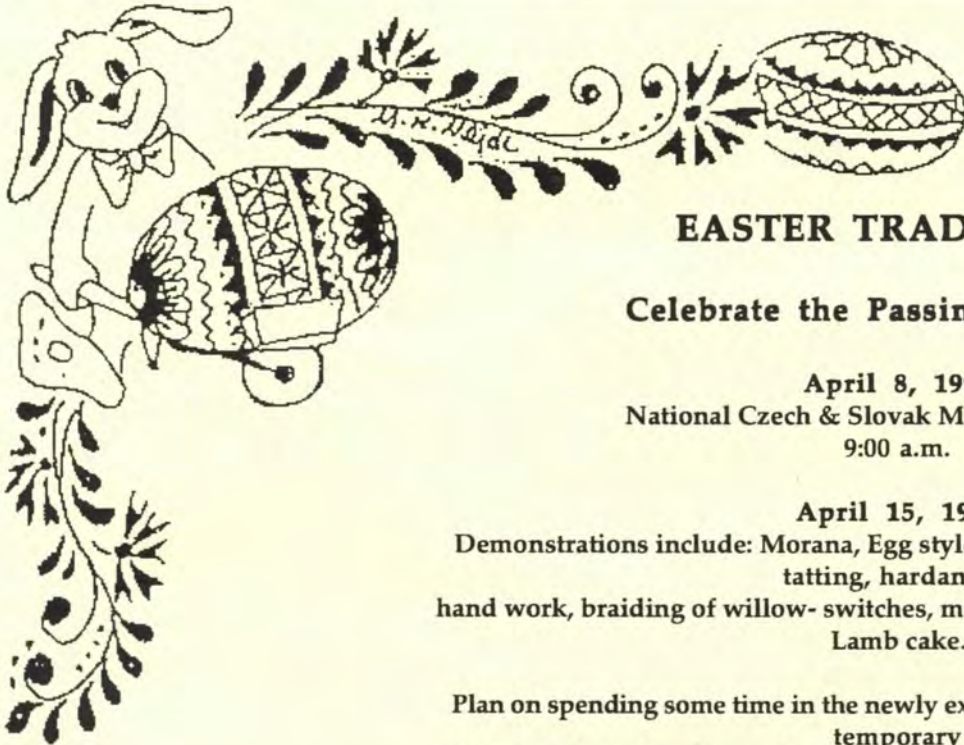
- I. **Use of Entire Hall:**
 \$100.00 per hour (3 hour minimum).
 \$100.00 per hour thereafter.
- II. **Use of One-Half of Hall:**
 \$75 per hour (2 hour minimum).
 \$75 per hour thereafter.

- * The above rates include:
 a) 1 hour for set-up and 1 hour for take-down; and
 b) A museum staff person on-site at all times.
- * \$200 Security Deposit required. Deposit shall be returned within 5 days unless deductions are made.
- * Additional Security, if required, will be paid by User if event is scheduled after business hours.
- * User forfeits any prepaid deposits should event be cancelled.
- * 1/2 of the rental rate is due upon signing of an agreement. Balance is due within 30 days of event.

User is expected to leave facilities in same condition as received. Museum may deduct monies from the security deposit for expenses incurred to clean up or repair damages.

- * Rates subject to change at anytime.
- * Museum will provide chairs and tables for 250 people.

For further information contact Sheryl Nejd1 at 362-8500.



EASTER TRADITIONS

Celebrate the Passing of Winter

April 8, 1995

National Czech & Slovak Museum & Library
9:00 a.m.

April 15, 1995

Demonstrations include: Morana, Egg styles, (3 different) wheatweaving, tatting, hardanger hand work, braiding of willow-switches, making of peroutky, tasting of the Lamb cake.

Plan on spending some time in the newly expanded gift shop and enjoy the temporary exhibits in their new home. Bring the children for some heritage enrichment.



*National Czech & Slovak Museum & Library
P.O. Box 5398
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Non-Profit
Organization
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