

2001: The Year in Review



Colonial Williamsburg News

INFORMATION ABOUT COLONIAL WILLIAMSBURG PEOPLE AND PROGRAMS VOLUME 54, NO. 52 DECEMBER 25, 2001

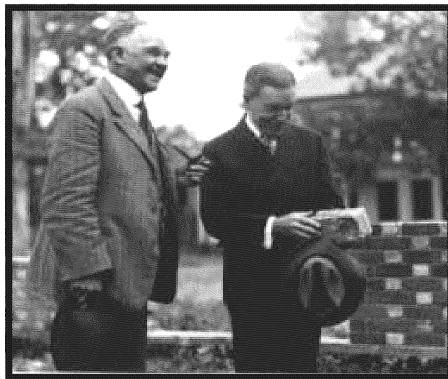
Several events commemorate CW's 75th Anniversary

The Colonial Williamsburg Foundation, the largest living history museum in the United States, celebrated the 75th Anniversary of the restoration of Williamsburg, the 18th-century capital of Virginia, with many special events and programs in 2001. The theme of the anniversary, which continues in 2002, is the importance of Colonial Williamsburg's unique role in preserving America's past for future generations.

Special events and programs held during 2001 focusing on the 75th Anniversary included:

- **Winter Antiques Show, Jan. 19-28.** Colonial Williamsburg was the 2001 lone exhibitor at the Winter Antiques Show, the nation's pre-eminent show for antique collectors and dealers, in New York City.
- **Antiques Forum, Feb. 4-9.** In honor of the Colonial Williamsburg Foundation's 75th Anniversary, Colonial Williamsburg staff members joined top-rank experts for an in-depth look at the history of collecting and the decorative arts in America.
- **King's Arms Tavern celebrated 50th Anniversary.** Colonial Williamsburg's renowned King's Arms Tavern celebrated its 50th anniversary March 1.
- **75th Anniversary Tour.** Group interpretation kicked off a new tour March 19 focusing on the founding of Colonial Williamsburg in 1926 called "75th Anniversary: Preserving the Past for the Future."
- **Howard Goodwin donated father's papers to CW.** On March 30, almost 75 years to the day that Dr. W.A.R. Goodwin escorted philanthropist John D. Rockefeller Jr. through Williamsburg, E. Howard Goodwin, the sole surviving child of the co-founder of Colonial Williamsburg, donated his father's personal papers to the foundation. Dr. Goodwin's personal papers have come to the foundation in batches for the past year and the archives and records department has processed 15,000 items since then.
- **Governor's Palace Maze re-opened.** The Governor's Palace Maze officially re-opened July 6 with a special ceremony in the orchard and gardens.
- **Peyton Randolph Kitchen opened.** The Colonial Williamsburg Foundation recognized donors for their support of the Peyton Randolph outbuildings at a celebration July 19.
- **75th Anniversary Lecture Series.** During the summer and fall, the DeWitt Wallace Decorative Arts Museum offered a number of special anniversary lectures from Colonial Williamsburg staff.
- **Musical Weekend.** The DeWitt Wallace Decorative Arts Museum hosted a musical extravaganza Oct. 5-6. The weekend featured the music, musicians and mu-

See 75th Anniversary events, page 3



Colonial Williamsburg photo

Dr. W.A.R. Goodwin met in 1928 with philanthropist John D. Rockefeller Jr. to discuss plans for restoring the city of Williamsburg to its 18th-century glory while Rockefeller and his family were planning to visit Hampton University. For more information on commemorative events celebrating the Restoration, see story to the left.



Colonial Williamsburg photo

"High Life Below Stairs," a painting by British artist John Collett, was featured in the Colonial Williamsburg exhibition, "The Best Is Not Too Good For You," at the 2001 Winter Antiques Show in New York. For more, see story to the left.



Photo by Carol Godwin

Billman James Jefferson; Ned Dunn, president and chief executive officer of the Colonial Williamsburg Company; Colin G. Campbell, president and chairman of the Colonial Williamsburg Foundation; and bellman Eunice Ashlock (left to right) prepare to officially open the Williamsburg Inn in September. For more information, see page 2.

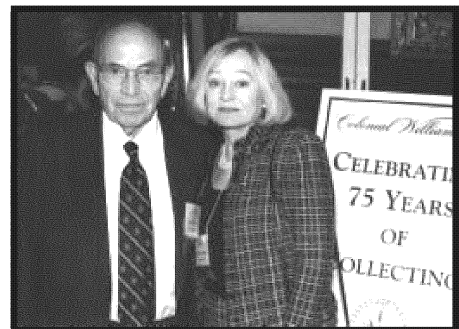


Photo by Star Black

Bill and Gretchen Kimball, shown above at the Winter Antiques Show in January, have supported a number of critically important projects, including the renovation of the Kimball Theatre. For more information on the theater, see page 2.

"That the Future May Learn from the Past" CW has been living John D. Rockefeller Jr.'s vision for 75 years

(Editor's Note: In January at the Winter Antiques Show, Colonial Williamsburg invited donors to celebrate the 75th Anniversary of the foundation's Restoration. Following are excerpts from Colonial Williamsburg President and Chairman Colin G. Campbell's speech at the New-York Historical Society reception Saturday, Jan. 20. The Winter Antiques Show was the first of many 75th Anniversary events held in 2001.)



Colin G. Campbell

Nancy and I viewed Colonial Williamsburg, a place we both love, as an exciting opportunity, particularly in light of my preoccupation with the well-being of democratic institutions and our

shared interest in historic preservation, American history and philanthropy.

The Historic Area is at the core of the institution, and serves as the focus and, as a resource, for those offerings, indeed for everything we do. It is a remarkable collection of original buildings and reconstructions, trade sites and shops, greens and gardens, livestock and rare breeds, coaches and wagons, four taverns working in 18th-century fashion and 300-year-old boulevards and byways. Given the setting and everything that occurred there, it should be no surprise that Franklin Roosevelt proclaimed Duke of Gloucester Street, "The most historic avenue in all America."

Everything at Colonial Williamsburg is presented with scrupulous attention to authenticity. Authenticity that does not simply emphasize the well-known debates and call to arms that were of

such importance in the birth of this country but also portrays the shortcomings of the era in matters of race, gender and religious tolerance. The current relevance of much of what was happening in 18th-century Williamsburg is unmistakable.

Why bother about things that happened two centuries ago and more? The answer: because there are lessons to be learned which are relevant to our lives and to events today. After all, we, as a nation, are only now recovering from an extraordinary electoral ordeal. Extraordinary, but not unprecedented.

Colonial Williamsburg is not about just yesterday. It is about the impact of yesterday on today and on tomorrow. Colonial Williamsburg is very much about the future.

Mr. [John D.] Rockefeller [Jr., Colonial Williamsburg's benefactor], penned Colonial Williamsburg's credo— "That the future may

See Rockefeller's vision, page 3

CW launches \$500 million Campaign for Colonial Williamsburg, first comprehensive fund-raising campaign

In conjunction with its 75th Anniversary, the Colonial Williamsburg Foundation launched its first comprehensive fund-raising campaign Sept. 28-30, 2001, with a special three-day program of events for donors, Colonial Williamsburg friends and VIPs. The "Campaign for Colonial Williamsburg" is one of the foundation's largest undertakings since the 18th-century capital of colonial Virginia was restored beginning in 1926.

With an ambitious goal of raising \$500 million by December 2005, the Campaign for Colonial Williamsburg will assist the following areas of the foundation:

- Historic Area buildings and grounds;
- Research and educational programs;
- Collections and conservation; and
- Employee compensation and benefits.

Building on the extraordinary philanthropy of the Rockefeller family, Colonial Williamsburg established a formal fund-raising program in 1976. Thanks to able stewardship over the years, Colonial Williamsburg has led the way in museum philanthropy

with one of the nation's most successful fund-raising programs. Over the years, it has attracted generous support from individuals and organizations including:

- Gifts of more than \$200 million from Lila and DeWitt Wallace and the DeWitt Wallace Fund for Colonial Williamsburg;
- A major collection of 18th-century decorative arts currently appraised at more than \$30 million from June S. and Joseph H. Hennage of Williamsburg, Va.;
- An unrestricted gift of \$25 million from Ambassador Walter Annenberg and his wife, Lee, of Wynnewood, Pa., to support educational initiatives at the Bruton Heights Education Center;
- Gifts totaling \$22 million from Bill and Gretchen Kimball of Belvedere, Calif., to support a wide range of critically important projects, including a recent gift of \$15 million for the William and Gretchen Kimball Young Patriot's Fund for youth education and educational outreach, and \$3.5 million to renovate the Williamsburg Theatre in Merchants Square;

- \$5 million from Bob and Marion Wilson of Los Angeles, Calif., earmarked to endow the Teacher Institute and future educational initiatives;

- \$5 million collection of English pottery given by Henry H. and "Jimmy" Weldon of Amagansett and New York, N.Y.;

- \$2.7 million from Abby and George O'Neill of Oyster Bay, N.Y., for a comprehensive renovation of Bassett Hall;

- Gifts and pledges of \$1 million or more given by: Royce R. and Kathryn M. Baker, Mary Lou and George B. Beitzel, Ann-Lee S. and Charles L. Brown; Marilyn L. Brown and Douglas N. Morton; the City of Williamsburg, the late Mrs. Owen L. Coon; the late Frances B. Crandol; Mrs. T. Richard Crocker; Ambassador Bill and Jean Lane; Ruth P. and Joseph R. Lasser; the late Frances M. McDermott; the late Inez R. Middlekauff; Leslie Anne Miller and Richard B. Worley; Abby and George D. O'Neill; Mr. and Mrs. Harold Tanner; Marianne W. and Randall L. Tobias; the late Gladys M. Whitehead; and an anonymous donor;

- \$331,000 and \$576,000 grants from Lilly Endowment Inc. in support of educational programs that focus on the importance of religion in early America;

- Generous grants of \$500,000 and \$330,000 from Gladys and Franklin W. Clark Foundation for construction of the Colonial Williamsburg stables complex and the screening room at the Kimball Theatre, respectively;

- A \$445,000 grant from the Andrew J. Mellon Foundation for the development and implementation of a digital library;

- \$250,000, the largest gift ever received from a Virginia corporation, from SunTrust (formerly Crestar Foundation) in support of new education programs and visitor orientation materials;

- A \$200,000 grant from The AT&T Foundation to support Colonial Williamsburg's electronic field trips; and

- Major corporate support of \$100,000 or more from: Alabama Power Foundation; Lakeland Tours; Pepsi Bottling Group; Pleasant Company Publications; and Sara Lee Corp.



Photo by Hedrich Blessing

Colonial Williamsburg interior designer Susan Winther selected rich fabrics in a palette of coffee, mocha and cream to cover walls and upholstered pieces, silk drapes for the windows of the recently renovated Williamsburg Inn and the original fine wood furniture has been beautifully refinished and returned to each guest room.

Williamsburg Inn completes multi-million dollar renovation

Coinciding with the 75th Anniversary of Colonial Williamsburg, the Williamsburg Inn completed a meticulous renovation in 2001 involving every aspect of the landmark property, including its public spaces and guest rooms. In addition, services and amenities received uncompromising attention to detail in order to update the much-loved landmark property for today's most discriminating travelers.

Throughout the renovation, workers remained faithful to founder John D. Rockefeller Jr.'s original vision of the hotel as a comfortable Virginia country estate. To that end, a team that included architects, curators, craftsmen and artisans worked to ensure that every aspect of the property was replicated; from period wallpaper to floor finishes to furniture arrangement.

When the hotel officially opened in September, guests found the Williamsburg Inn magnificently enhanced, yet reassuringly unchanged. The Regency Room was beautifully restored; new gathering spots (the clubby Restoration Bar for cocktails and airy Terrace Room for afternoon tea) added; and more imaginative menus, utilizing some of the finest and freshest regional ingredients, created.

When it opened in 1937, the Williamsburg Inn was thought to be without peer

among American luxury hotels. The Inn was an immediate success and a welcome addition to the then-new Colonial Williamsburg, which had been restored to its 18th-century splendor under the direction of Rockefeller and Williamsburg rector and historian Dr. W.A.R. Goodwin. Rockefeller and his wife, Abby, were involved in every aspect of the Inn's design, construction and furnishings. Today, their influence is ever-present. In fabrics, furnishings and finishes, the Inn continues to reflect their appreciation of the Regency style of early 19th-century England. Among the Inn's most treasured possessions are Chinese porcelain vases and urns from Rockefeller's collection and American folk art paintings from his wife's.

The Inn's guest rooms are exquisitely decorated in three distinctive styles—floral, classic and restoration. All rooms feature period furnishings, original artwork and the handmade silk window treatments that have been a Williamsburg Inn signature for decades. With comfort the primary consideration, rooms featuring king or queen beds with Garnier Thiebaut bed linens and newly enlarged bathrooms have soaking tubs, large marble showers and fine Floris of London bath amenities.

Kimball Theatre renovation complete, opens its doors to the public Sept. 28

The newly renovated Kimball Theatre in Merchants Square was dedicated Sept. 28 as part of the launch of the "Campaign for Colonial Williamsburg," the foundation's first comprehensive fund-raising campaign.

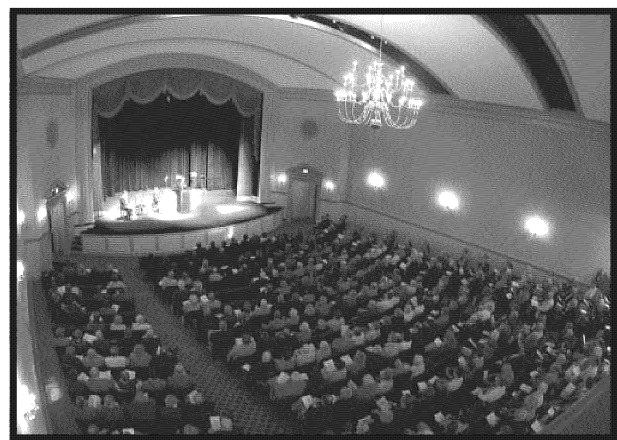
Performances by the Williamsburg Symphonia Barass Quintet, an a cappella musical group from William and Mary, contemporary storyteller Barbara O'Neill and character interpreter Bill Barker helped introduce this historic site to a broad range of community friends and foundation donors.

"The opening of the Kimball Theatre has generated great excitement in our community because it creates so many more opportunities for high quality cultural and educational events," said Jeanne Zeidler, Colonial Williamsburg director of community cultural affairs. "It also is an important enhancement of our downtown and a visible symbol of the successful partnership between Colonial Williamsburg and the College of William and Mary. This is a real contribution to the community."

The Kimball Theatre renovation is part

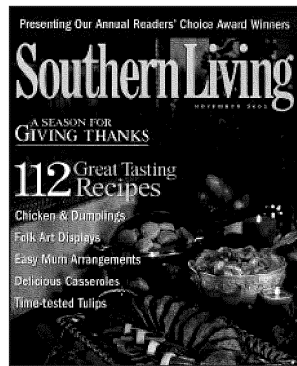
of the collective effort by Colonial Williamsburg, the College of William and Mary, and the City of Williamsburg to energize the Williamsburg downtown area. Thanks to a \$3.5 million gift from longtime Colonial Williamsburg supporters Bill and Gretchen Kimball of Belvedere, Calif., the theater has been elegantly renovated and expanded to permit more flexible use by Colonial Williamsburg, the College of William and Mary and local community groups. The addition of a new screening room, made possible by a gift of \$330,000 from the Gladys and Franklin W. Clark Foundation, will permit the theater to offer films to the community seven days a week.

In addition, the Kimball Theatre now is the home of the Williamsburg Symphonia, which was established in 1984 to introduce classical music to young audiences. Currently, the symphony is a classical subscription series with evening performances Jan. 11 and 12, 2002; April 5 and 6, 2002; and Nov. 28 and 29, 2002. Matinees will be Jan. 12, 2002, and Dec. 2, 2002.



Photos by Dave Doody

"The Kimballs' contribution to this entire community through their support for the theater renovation and expansion will be a source of continuing enjoyment and pride," said Colonial Williamsburg President and Chairman Colin G. Campbell during the dedication of the Kimball Theatre Sept. 28. "They will be remembered and appreciated by generations to come." William and Gretchen Kimball of Belvedere, Calif., received a replica of the new Kimball Theatre sign for their home as well as a plaque that reads, "Presented with gratitude to Bill and Gretchen Kimball by the Trustees and staff of the Colonial Williamsburg Foundation, September 28, 2001."



Readers of Southern Living magazine named Colonial Williamsburg "Best Historic Site" for the sixth consecutive year in 2001.

CW captures numerous awards in 2001

Colonial Williamsburg captured numerous awards in 2001. They included:

General

- "Newcomen Award." The Newcomen Society of the United States presented this award to Colonial Williamsburg in recognition of 75 years of historic preservation, restoration and education.
- "Japan Prize." The Japan Prize is an international award for educational television programming, for its series of electronic field trips. Colonial Williamsburg was the inaugural winner of the Web Prize, a new Japan Prize award for television programs integrated with Internet technologies.
- "#1 Tourist Attraction in the Southeast." Readers of Family Fun, the leading magazine for families with children ages 3-12, named Colonial Williamsburg the "#1 Tourist Attraction in the Southeast" during the magazine's fourth annual "Family Friendly Travel Awards 2001."
- "Best Historic Site." In 2001, for the sixth consecutive year, Colonial Williamsburg won the recommendation of Southern Living magazine readers who again named Colonial Williamsburg the South's "best historic site."

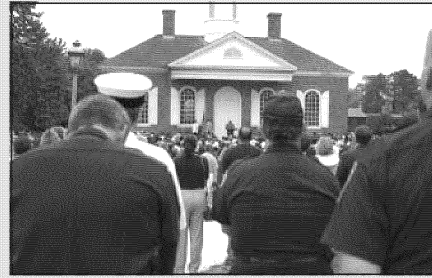
Products

- "Catalog Age's and the Direct Marketing Association I. Merchant Silver Award." WILLIAMSBURG® Catalog's Internet web site, www.williamsburgmarketplace.com, received this award in the Consumer Goods/High Tech category.

Hotels & Resorts

- "2001 Gold List." Conde Nast Traveler named the Williamsburg Inn to this list for the seventh consecutive time.
- "World's Top 100 Hotels" and "Top 100 Hotels in the United States and Canada." Travel & Leisure placed the Williamsburg Inn on these two lists.
- "Greens of Distinction." Corporate & Incentive Travel honored Colonial Williamsburg's golf resort with this award.
- "Award of Excellence." Corporate & Incentive Travel gave this award to the Williamsburg Inn.
- "Stars of the South." The Williamsburg Lodge was selected by Meetings South magazine for this 2001 award.
- "Certified Audubon Cooperative Sanctuary." The Audubon Cooperative Sanctuary System awarded this honor to the Golden Horseshoe Golf Club for its commitment to this environmental program.
- "Best Golf Teachers." Golf Digest named Del Snyder to this list of the best golf teachers in the state of Virginia.

9/11/01: The day America changed



Photos by Lorraine C. Brooks

Colonial Williamsburg joined the nation as it grieved for the victims of the recent terrorist attacks. On Tuesday, Sept. 11, employees and visitors were invited to attend a special end-of-day event.

(Photo above, left) Hundreds of people assembled in front of the Courthouse.

(Photo above, right) Rex Ellis, vice president of the Historic Area, was one of several speakers addressing the crowd. Each Colonial Williamsburg end of day program through Friday, Sept. 14 was modified to conclude with an appropriate recognition of the Sept. 11 tragedy. The programs on the Courthouse steps included remarks by interpreters Jeremy Fried and Richard Schumann and concluded with a brief medley of appropriate music by the Junior Fife and Drum Corps. Colonial Williamsburg flags were flown at half mast beginning Sept. 12.

(Photo below, right) On Friday, Sept. 14, Colonial Williamsburg closed its offices, Historic Area shops and stores for a special memorial program outside the Courthouse that drew several hundred people. As employees and visitors young and old joined costumed interpreters, Ellis and Christine R. Hoek, vice president of advancement, shared their observations about the day of the tragedy. Colonial Williamsburg interpreter Jack Flinton, an Episcopal priest, read scripture from the Book of Common Prayer. The Fife and Drum Corps played patriotic songs and Robert Watson, site supervisor at Carter's Grove, sang an a cappella version of "Amazing Grace." In addition, Colonial Williamsburg supported a blood drive Tuesday, Sept. 18. The Red Cross collected 295 pints of blood. The average number of pints is 46. Through a bake sale conducted Friday, Oct. 5 and contributions, Colonial Williamsburg employees raised \$1,500 to donate to two disaster relief funds. The money was divided between the Daily Press Disaster Relief Fund and the New York Firefighters 911 Disaster Relief Fund.

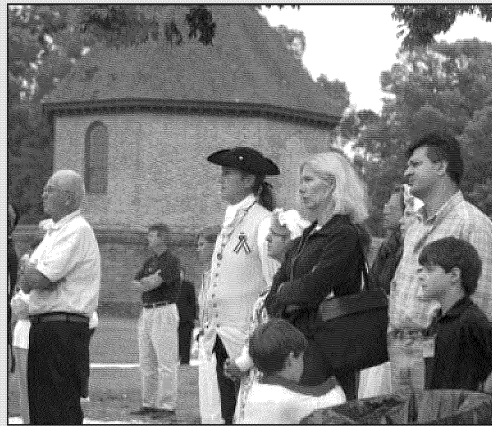
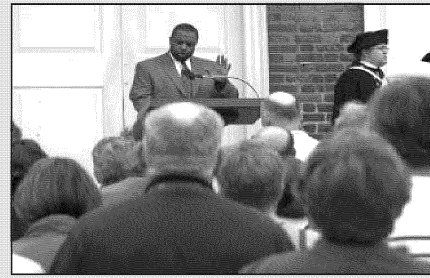


Photo by Tim Andrews

God Bless America!

(Editor's Note: This letter was emailed to the Williamsburg Convention & Visitors Bureau.)

Dear Colonial Williamsburg:

Thank you very much for sending me the brochure on Williamsburg. I shall certainly visit your beautiful and historic town again. May I express my deepest sympathy and sincerest condolences on the recent tragic events in America. Coming from a country which has seen its own terrorist attacks over the years, I feel really sorry for those poor people and their families. Flags are at half mast over here with continuous news coverage of the sad events.

As you live on the peninsula where democracy started in the modern world, I'm sure that the spirit that founded Jamestown, Williamsburg and Yorktown will remain with the American people in their darkest hour. Thank you once again and God Bless America.

Steve Lythgoe
Liverpool, England

New officers, directors join CW in 2001

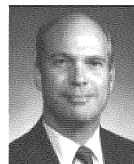
Several new administrative officers and directors joined the Colonial Williamsburg Foundation and Colonial Williamsburg Co. during the past year. Edward S. (Ned) Dunn Jr., former president of Harris Teeter Inc., was named president and chief executive officer of Colonial Williamsburg Co. and senior vice president of the Colonial Williamsburg Foundation. Dunn is responsible for Colonial Williamsburg's hospitality, products, commercial properties and marketing sales functions.

John T. Hallowell, a senior executive with the Walt Disney World Co. in Orlando, Fla., was named President-Hospitality of the Colonial Williamsburg Company, the wholly owned business subsidiary of the Colonial Williamsburg Foundation. A former hotel vice president and general manager at Colonial Williamsburg, Hallowell oversees all facilities and operations for the Colonial Williamsburg Company-Hospitality Group.

Christine R. Hoek was named vice president for advancement of the Colonial Williamsburg Foundation. Hoek is responsible for all aspects of Colonial Williamsburg's fund raising, Colonial Williams-



Edward S. (Ned) Dunn



John Hallowell



Christine R. Hoek



Rex M. Ellis



Richard L. McCluney



Jeanne Zeidler

burg events, including all special events, and the foundation's quarterly journal published for donors.

Among her principal responsibilities are the implementation and successful completion of the foundation's first comprehensive fund-raising campaign, the Campaign for Colonial Williamsburg.

Rex M. Ellis, former chairman of the division of cultural history and curator of African-American history at the Smithsonian Institution's National Museum of American History in Washington, D.C., was named vice president

for the Historic Area of the Colonial Williamsburg Foundation.

Ellis oversees the staff development, training, budgeting and general operation of Colonial Williamsburg's Historic Area, as well as the planning and presentation of all interpretive and theatrical programs at Colonial Williamsburg. His areas of responsibility include the departments of historic sites, historic trades, historic events, performing arts and coach and livestock, as well as the Visitor Center and the Costume Design Center.

Richard L. McCluney Jr. was promoted to the newly created position of vice president of productions, publications and learning ventures for the Colonial Williamsburg Foundation. In that capacity, he oversees the creation and distribution of educational media for home and school use, including the publication of books, the production of broadcast and consumer video and audio, the Internet and computer-based media.

Jeanne Zeidler, former director of the Hampton University Museum and mayor of the City of Williamsburg, was named director of community cultural affairs. She is responsible for cultural initiatives associated with Colonial Williamsburg and the College of William and Mary and oversees the newly renovated Kimball Theatre and the soon-to-be renovated Lake Matoaka Amphitheater.



Photo by Tom Green

The new 300-room Williamsburg Woodlands Hotel & Suites is a contemporary property accented with colonial design elements such as the 18th- and 19th-century earthenware pottery displayed in the lobby. Guests can begin each day with a continental breakfast buffet (included in the room rate) served in the lobby area.

CW debuts new Woodlands Hotel & Suites in August

Combining the revolutionary experience of 18th-century history with the comfort and style of 21st-century hotel accommodations, the Colonial Williamsburg Company—Hospitality Group opened its new 300-room Woodlands Hotel & Suites Monday, Aug. 13.

The contemporary, three-story hotel offers 96 suites and 204 guest rooms, all accessed from secure, interior hallways. The hotel features a spacious lobby finished in warm heart pine bathed in natural light from cathedral ceiling skylights and a number of recreational options from miniature golf and walking trails to swimming and horseshoes right outside its doors.

Guest rooms at the Woodlands each have two full-size beds, a sitting area with a table and two chairs, a comfortable lounge chair (that converts to a single bed) and cable TV. Each suite has a lounging room with queen sofa bed, desk and cable TV, as well as a convenience counter with small refrigerator, microwave, sink and coffeemaker, and a separate bedroom with king-size bed and second TV. Baths in all guest accommodations have plentiful countertop space and vanity-style lighting.

Country Toile wallpaper by WIL-

Several CWC-HG employees are honored for good customer service

Colonial Williamsburg Company-Hospitality Group (CWC-HG) Service Excellence Team continued to recognize employees with a \$100 reward for outstanding acts of customer service throughout 2001. Employees who have been recognized include:

- **Delphis McDowell**, Williamsburg Inn;
- **Tim O'Connell**, Colonial Houses;
- **Barbara Hacker**, Williamsburg Inn;
- **Carla Watkins**, Williamsburg Woodlands;
- **Rachael Villarreal**, Colonial Williamsburg Call Center;
- **Skip Goddard**, Christiana Campbell's Tavern; and
- **Juanita Armstead**, Williamsburg Inn.

In June 2000, the ServiceExcellence Team began offering \$100 rewards to the CWC-HG

LIAMSBURG® products licensee Waverly® decorates each room, as well as Lane® furniture and Waverly® upholstery fabrics. Selected photography of gardens and other outdoor vistas from the Historic Area adorns the walls.

Guests of the Woodlands Hotel & Suites can begin each day with a bountiful continental breakfast buffet (included in the room rate) served in the lobby area near the fireplace. For full-service dining the Cascades Restaurant is just a short walk away, and under construction is a new, family-friendly 125-seat restaurant tucked along the pedestrian promenade to the Visitor Center and across from the hotel lobby.

"We have designed a hotel that is perfectly suited to the family vacation, couples on a getaway and conference groups, offering the highest quality in moderately priced accommodations in an unparalleled scenic and historic location," said Robert Jeremiah, vice president and general manager of the Woodlands Hotel & Suites. "Although it is a modern hotel, we have enhanced its ambience by using Colonial Williamsburg signature items in the décor. It is a wonderful blend of contemporary taste with colonial influences."

for the best customer service story of the month. The monetary award recognizes employees for outstanding acts of customer service. Among the criteria for the reward are a deed or deeds of outstanding service to a guest, visitor or employee that supports the CWC-HG motto "exceeding our customers' expectations." All CWC-HG line staff and supervisors are eligible for the prize.

In addition, Shields Tavern implemented an Associate of the Month program in 2001. The program, which was reinstated by manager John Shideler, recognizes employees for excellent customer service. Employees who have been honored with this award include: **Larry Kuntz**; **Syretia Rivers**; **Charles Woody**; **Erin Cogan**; **John Brownlee**; **Oris Baker**; **Kendra Ingrams**; **Brandi Baker**; **Michael Peele**; **Tina Sullivan**; and **Michael Hopkins**.

Blueprint for Excellence

New plan ensures CWC-HG lives up to Rockefeller's vision of unparalleled excellence

(Editor's Note: This is a portion of plan John Hallowell, president-hospitality, recently released to CWC-HG employees. In the introduction of the memo, Hallowell pointed out that "With your help, we will meet our ambitious goals and realize our considerable potential. Implementation of these long-range plans began [in early December] with exciting changes in several key areas to better ensure that our businesses are positioned strategically and operationally for future success.")

Every Guest Is Special.

Every Employee Is Valued

Throughout this process, we must never forget that our ultimate goal is to provide the best possible experience for our guests, and to balance that with fiscal responsibility. This attention to the guest experience and strong business operations, though, can only be successful with the dedication and assistance of every Hospitality Group employee and a continuing emphasis on quality in every facet of our operations. Our commitment to this quality initiative is unwavering. In fact, it will be enhanced as we move forward with the establishment of an organizational development leader who will clarify and expand our initiatives in process improvements, and provide enhanced service training and coaching excellence for our employees. Our competitive advantage will be the service we deliver—consistently exceptional, consistently provided.

Leadership Teams

I have great confidence in our hospitality team and great enthusiasm that this new structure and leadership will thrive and succeed. Naturally, some reporting relationships will change under this realignment. Here's an overview of the new leadership structure:

- **Vice President—Support Services and General Manager—Woodlands Hotel & Suites and Governor's Inn.** With the significant investment we have made and plan to continue making in our facilities comes the responsibility of stewardship of these assets through dutiful maintenance programs and construction project coordination. We also need to work on greater resource integration both within the Hospitality Group and with the foundation. Adding these responsibilities to his existing oversight of our newest hotel and conference center and our popular economy property, as well, will be Robert Jeremiah. Newly reporting to Jeremiah will be Robert Ramey, director of hotel facilities maintenance.
- **General Manager—Sales and Services, Golf and Recreation.** Moving forward, the vitality of our conference / group marketing is critical to our financial success. Revenue gained through sale of golf rounds to meeting groups is another area of significant growth potential. Lloyd Williams will add administrative oversight of our hotel sales efforts to his current responsibilities.

Reporting to Williams will be Fred Edson, director of sales and services, who will focus efforts on developing our key accounts and partnerships. This combination of talent offers high potential to achieve our group goals for this segment.

- **Director—Lodging Guest Services, Operations and Organizational Development.** This new position will oversee all rooms division functions along with the Call Center and will provide improved resources in organizational development. Newly reporting to this individual will be Nancy Brisbane, director of reservations. Candidate search is under way.
 - **General Manager—Williamsburg Inn and Historic Area Hospitality Operations.** This new position will oversee operations for the Williamsburg Inn, Colonial Houses and Historic Dining Taverns. Newly reporting to this individual will be William Wandersee, general manager of the taverns. Candidate search is under way.
 - **Director—Food and Beverage, Colonial Williamsburg Company.** This new position will oversee strategies, standards and facilities integration of our widespread restaurant and catering operations as well as the commissary. Newly reporting to this individual will be Mike Hornby, general manager of the commissary. Candidate search is under way.
 - **Food & Beverage Director and Executive Chef—Williamsburg Inn and Historic Area Hospitality Operations.** Oversight of the tavern and Inn dining, bar, room service and catering operations. Candidate search is under way.
 - **Food & Beverage Director and Executive Chef—Williamsburg Lodge and Woodlands.** This new position oversees restaurant dining, bar, room service and catering operations and will be established by Calvin Belknap.
 - **Williamsburg Lodge and Conference Center Construction and Renovation Project.** One of the most exciting initiatives just ahead for us — and our guests — is the renovation of one of the most popular hotels, the Williamsburg Lodge and Conference Center. As we move forward with the complex task of planning and executing this significant undertaking, we will have the benefit of the guidance and project expertise of Axel Suray, who will be working with Bob Jeremiah and me on this significant project.
- The following positions will continue as leadership roles within the hospitality team:
- **Director of Financial Management,** Ron Strecker.
 - **Director of Human Resources,** Kelli Mansel.
 - **Director of Hospitality Advertising and Public Relations,** Ed Allmann.
 - **General Manager—Williamsburg Lodge,** Daniel Mann.

Yesawich, Pepperdine & Brown will handle advertising for CW

Yesawich, Pepperdine & Brown (YP&B) of Orlando, Fla., a unit of Panoramic Communications LLC, has been appointed as the advertising agency for the Colonial Williamsburg Foundation and its related education, hotel, conference and restaurant operations.

"We are delighted to begin this relationship with YP&B and are looking forward to a mutually successful partnership," said Ned Dunn, president of Colonial Williamsburg Co. and the officer who oversees advertising and marketing for the foundation.

Two other Panoramic units also will serve as part of the Colonial Williamsburg agency team—Earle Palmer

Brown, Bethesda, Md., and Earle Palmer Brown Interactive.

YP&B is America's leading marketing, advertising and public relations agency specializing in serving travel and leisure-industry clients. The company's offices—Orlando, Fla., St. Petersburg, Fla., Boca Raton, Fla., London, Los Angeles, New York, Honolulu and Mexico City—serve more than 50 clients worldwide. YP&B is part of Panoramic Communications LLC, New York, an agency holding company that encompasses the Earle Palmer Brown marketing convergence network of 16 independent operating companies, with over 900 employees in 11 offices across North America and Europe.

CW celebrates anniversary with new programming

Colonial Williamsburg celebrated its 75th Anniversary in 2001 by stepping even farther back in time to 1774, providing visitors with a unique opportunity to experience a fledgling nation on the eve of the American Revolution. Through exciting new seasonal programming highlighting the events of 1774, Colonial Williamsburg gave visitors fresh historic insight beginning March 19, 2001. Unlike prior years, 2001 programs changed with each season, providing visitors more opportunities to return throughout the year.

The popular "Days in History" program continued in 2001 with each week featuring a program cycle of four different days that varied with the season. Colonial Williamsburg's 2001 programs included:

- "Court Days." On Mondays and Thursdays visitors throughout the year explored the implications of law in the day-to-day life of 18th-century Williamsburg residents. Monday's "Court Days" re-created how colonists used the courts to recover debts, settled estates and dealt with many of the same civil actions that show up in courts today. "Court Days" on Thursdays presented a special court that sat periodically throughout the year to adjudicate crimes

related to the institution of slavery.

- "Muster Days." Tuesdays and Fridays were charged with militia and military events.
- "Revolutionary Days." Wednesdays' and Saturdays' programs focused on the politics of 1774 such as the development of Virginia's leadership in creating a unified American response to Parliament's actions.
- "Day of Rest." Sunday's programming encouraged visitors' understanding of the influence of family life and religion in 18th-century Virginia.

In addition to special 75th Anniversary events and exhibits, a new feature of Colonial Williamsburg's 2001 programs was "Williamsburg by Night," extended hours that offered visitors a candlelit opportunity to enter the houses, taverns, shops and public buildings of Colonial Williamsburg at dusk and beyond. Each evening through Jan. 2, 2002, a select number of historic sites will be open for special experiences, which are free for Freedom and Liberty Pass Holders. Within these sites from 6-8 p.m., visitors may have face-to-face encounters with costumed storytellers, musicians or other "People of the Past." In addition, guests will still be able to choose from a selection of special concerts, dances, dramatic presentations and 18th-century plays.

Foundation for Success initiative celebrates first anniversary in 2001

The Foundation for Success program celebrated its first anniversary in 2001. Teams participating in the Foundation for Success shared and celebrated their accomplishments so far in this initiative intended to improve significantly the overall financial functions of the organization.

Ten teams related to Colonial Williamsburg's revenue tracking and billing processes, purchasing and payment processes, and internal audit, tax and project management processes, will complete their work by the first quarter of 2002.

Nine other teams were formed to implement process improvements around the budget, financial reporting and the

general and fixed asset accounting processes—along with other less critical planned improvements. Those implementations will be completed later in 2002.

The Foundation for Success is being overseen by a steering committee comprised of President Campbell; Bob Taylor, senior vice president of finance and administration; Ned Dunn, president of Colonial Williamsburg Co.; Kathy Whitehead, vice president of finance; John Bacon, general counsel of the foundation; and Jeff Duncan, director of finance administration. Any employee with questions or suggestions regarding the program can contact Duncan at 7065 or via email, jduncan@cwf.org.



Photo by Penna Rogers

Rex Ellis, vice president for the Historic Area, and Colonial Williamsburg President and Chairman Colin G. Campbell congratulated Rich Krapf, director of orientation and admissions at the Visitor Center (left to right), who recently received the Order of the Pineapple award.

CW employees are recognized for their outstanding customer service

Several Colonial Williamsburg employees were awarded Order of the Pineapple or Lighting the Way awards for outstanding customer service in 2001. Order of the Pineapple in 2001 winners included:

- Margie Weiler, Volunteer Programs;
- Jimmy Curtis, master silversmith;
- Roger Hohensee, Geddy Foundry;
- Greg James, Historic Area interpreter;
- Bertie Byrd, Visitor Center; and
- Rich Krapf, Visitor Center.

The Order of the Pineapple is the highest award any employee can receive for hospitality and courtesy and is given to the employee who best exhibits hospitality and courtesy toward guests and employees.

To nominate someone for the Order of the Pineapple award, complete a nomination form, which can be found on bulletin boards across the foundation, and send it to Joe Poole at GBO. For more information, call Poole at 7224 or jpoole@cwf.org.

The Lighting the Way Committee distributed several Lighting the Way candles for single acts of hospitality of employees to visitors and other employees in 2001. Employees who received this award have included:

- Judy Cordle, Visitor Center.
- Bettianne Sweeney, Visitor Center.
- Geraldine Mengee, Visitor Center.
- Gary Randall, King's Arms Tavern;
- Joe Breedon, Golden Horseshoe Golf Club;
- Joel Bunn, landscape;
- Jackie Harvey, products;
- May Holt, Colonial Williamsburg events; and
- Marilyn Jennings, group interpretation.

To nominate an employee for the Lighting the Way Award, fill out a form, which can be found on bulletin boards across the foundation, or contact Patty Adahl, Cogar Shop, at 7134.

Rockefeller's vision

Continued from page 1

learn from the past." The past teaches us how to approach—gives us the power to understand and to cope with—the opportunities, the difficulties and the rewards the future holds.

We accept without much thought our rights to free speech, to free expression and to freedom of the press. But the diversity of opinion, the wide-ranging sometimes discordant ideas that flood our newspapers, our airwaves and our Internet, are the lifeblood of our democracy. Even when those ideas and opinions are unpopular. Especially when they are unpopular.

We accept without question the individual's right to freedom of conscience, to practice what religion we like or to follow no faith at all. But most of us fail to remember the meaning of the phrase "establishment of religion," until we study the tyranny of state-mandated belief abroad.

We have the freedom of the ballot. But with each election, fewer of our citizens exercise it. Apparently in the belief that their vote doesn't matter. How mistaken November proved them to be.

If we do not instruct our children, and remind ourselves, that things were very different in our forefathers' time, that freedoms we take for granted were

in short supply. If we do not instruct our children and remind ourselves how those freedoms were won, then surely we will awake one day to find them lost—along with all the rest.

Colonial Williamsburg, and all that occurred there, instructs us in the meanings of our Revolution; its cultural and physical contexts; its economic and political processes; and their relevance to the generations that followed, as well as to the generations to come. And that is the importance of history—the history we teach at, and that emanates from, Colonial Williamsburg—to our young people, to our nation and to our world. In Colonial Williamsburg's Historic Area, we interpret events, ideas, and objects—to help visitors grasp the importance of their crucial role in the continuing development of our democracy.

As we plan a year of commemorative events, our goal is to get out the message about the importance of preserving and enhancing this special place, so that our children, and their children, and the generations that will follow, will have the opportunity to experience the historical and cultural richness of Colonial Williamsburg.



Photo by Sophia Hart

Colonial Williamsburg celebrated the completion of three significant building and renovation projects with an open house Sunday, Nov. 18. The expanded Visitor Center, the new 300-room Woodlands Hotel & Suites and the newly opened Williamsburg Inn were open to the community.

Hotels, Visitor Center host open house

Colonial Williamsburg showcased several major initiatives—the new 300-room Woodlands Hotel & Suites, the expanded Visitor Center and the recently renovated Williamsburg Inn—with an open house Nov. 18.

At the Visitor Center, staff conducted guided tours every 15 minutes from 1 p.m. through 5 p.m. The Visitor Center tour progressed to the Woodlands where hotel staff took over the tour. The Woodlands tour in-

cluded the lobby and breakfast area, a standard room, a suite, a view of the pool area and a description of the restaurant under construction.

Open house at the renovated Williamsburg Inn included a tour of the Restoration Bar, East Lounge, Terrace Room, Regency Room and several guest rooms. Tours were offered on a walk-through basis from 1-5 p.m. Musical entertainment and refreshments were provided in the East Lounge.

75th Anniversary events

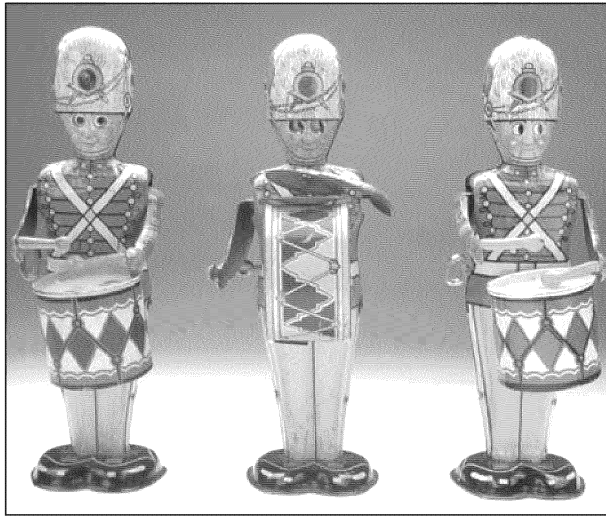
Continued from page 1

cial instruments that have shaped the perception of history and music since the inception of the foundation in 1926.

- Re-enactment of the Dedication of Duke of Gloucester Street, Nov. 18. Colonial Williamsburg re-enacted the historic 1934 visit of President Franklin D. Roosevelt and his famous dedication of Duke of Gloucester Street.

Several other major events took place

during this 75th Anniversary year and included: the Campaign for Colonial Williamsburg; the re-opening and rededication of the Williamsburg Inn; and the opening and dedication of the Kimball Theatre, formerly the Williamsburg Theatre (see stories, page 2); the opening of the new Woodlands Hotel & Suites (see story page 4); and the opening of numerous museum exhibitions (see story page 6).



Colonial Williamsburg photo

Motion toys such as these have always been very popular with children. Many wind-up toys were made in America in the first half of the 20th century. When wound up, these three soldiers begin drumming as they move forward.

AARFAM, DWDAM feature prominent exhibitions in 2001

The Abby Aldrich Rockefeller Folk Art Museum hosted several significant exhibitions during 2001. They included:

- **"A Quartet of Quilts"**—This small exhibition featuring four quilts got a facelift in the spring with a new line-up of equally colorful and interesting quilts. Through Jan. 1, 2002.
- **"Holiday Favorites"**—This year's annual holiday showcase of antique toys features all the traditional favorites from the museum's extensive toy collection including the early 19th-century Morris-Canby-Rumford dollhouse and the early 20th-century Long Island dollhouse. In addition, a special display of antique tin penny toys, on loan from Colonial Williamsburg philanthropists Joe and June Hennage, will round out the seasonal selections. Through March 3, 2002.
- **"James Hampton's Throne of the Third Heaven: A Millennial Treasure from the Smithsonian American Art Museum"**—The centerpiece of this loaned exhibition is an imaginative folk art creation crafted by James Hampton between 1950 and 1964. The 180 pieces that make up the finished "throne" include wooden furniture, aluminum and gold foil, cardboard, paper, plastic and light bulbs. Closed temporarily for museum installations Sept. 4, 2001-Nov. 22, 2001 and March 2002-May 2002. Open through Spring 2003.
- **"Life in Perspective"**—"Life in Perspective: The Woodcarvings of Rupert Kreider" features nine individual pieces—eight elaborate farmscapes and other rural scenes carved in relief and a

lamp base made from a cypress knee carved in the round—on loan to the Abby Aldrich Rockefeller Folk Art Museum. Through Feb. 17, 2003.

In 2001, Colonial Williamsburg's 75th Anniversary, the Wallace Museum hosted a particularly strong line-up of changing exhibitions, including the following:

- **"New in Masterworks: the Thomas Frye Mezzotints"**—Mezzotint engraving was popular in 18th-century England because it was well suited for the reproduction of paintings. The most significant works were created by Thomas Frye, whose dramatic lighting techniques enhanced the soft, tonal quality of his subjects. A selection of Frye's portraits will be on display in the Masterworks Gallery. Through December 2002.
- **"PEEP SHOW! Panoramas of the Past"**—Long before VCRs and cable TV, visual entertainment consisted of viewing landscape scenes—known as perspective prints—that were popular in major European cities such as London, Paris and Amsterdam. Contrary to today's meaning of "peep show," these scenes illustrated a variety of settings and historical landmarks and required specialized viewing devices. The viewings, often referred to as "peep shows," were intended both to amuse and educate. Through May 27, 2002.
- **"Building a Museum: The Wallace Legacy"**—Visitors will learn about philanthropists DeWitt and Lila Acheson Wallace, who funded the building of Colonial Williamsburg's world-class decorative arts museum. Through September 2002.

See **Museum exhibitions**, page 8

Grainger Foundation establishes endowment that will fund new museums administration chair

The Colonial Williamsburg Foundation announced that The Grainger Foundation of Lake Forest, Ill., and David and Juli Grainger of Winnetka, Ill., have established a new museums administration chair at Colonial Williamsburg. It is known as the Juli Grainger Director of Museums Chair. The Grainger gift totaling \$1.5 million funds in perpetuity the position of director of museums at Colonial Williamsburg.

The Graingers provided support for "The Kingdoms of Edward Hicks," Carolyn Weekley's critically acclaimed work that accompanied the exhibition of the same name which appeared at Colonial Williamsburg's Abby Aldrich Rockefeller

Folk Art Museum in 1999 before traveling on a successful 18-month tour around the United States. Co-published by Colonial Williamsburg and Harry N. Abrams Inc. in New York, the publication was released in February 1999.

In addition to the new chair, Colonial Williamsburg has two other endowed curatorial chairs at the foundation: the Carlisle H. Humelsine Chair of Collections, established in 1981 and held since 1998 by Vice President of museums Ronald L. Hurst and the Samuel and Pauline Clarke Chair, established in 1997 and held since then by senior curator and curator of metals John Davis.

WILLIAMSBURG® Products Program, licensees launch several new products in 2001

Two Colonial Williamsburg licensees—Waverly® and Stickley—launched new products at the April 2001 High Point International Home Furnishings Market.

Waverly® debuted "American Spirit," a collection of decorative, affordable woven fabrics. All fabrics, with the exception of sheers, will retail for approximately \$14.50-\$19.95 per yard.

The Waverly WILLIAMSBURG® collection of woven checks, stripes, damask and matelassé is based on antique examples of ordinary yet extraordinary patterns that welcomed visitors to the homes of Williamsburg's earliest citizens.

Stickley celebrated its first anniversary as part of the WILLIAMSBURG® Reserve Collection with the introduction of three new pieces, including the Carter's Grove Bed, Carter's Grove Door Chest and Carter's Grove Night Stand. The Carter's Grove Bed combines the 18th-century tall post bed form with a headboard style popular in the early 20th century. Constructed of solid mahogany, the Carter's Grove Bed embodies the confidence and romanticism of the Colonial Revival style. The Carter's Grove Door Chest and the Carter's Grove Night Stand are a perfect complement to the newly introduced Carter's Grove Bed.

Stickley Co. also paired with the WILLIAMSBURG® Products Program to introduce six new additions to the WILLIAMSBURG® Reserve Collection at the Fall 2001 International Home Furnishings Market. The introductions included: the Massachusetts Bombé Chest of Drawers, the Maryland Demilune Table, the Virginia Breakfast Table, the Governor's Palace Sideboard Table, the English Country Sideboard and the Shell and Bellflower Dining Chair.

Crafted from solid mahogany, these pieces are reproductions or adaptations Stickley has produced based on designs from the extensive furniture collections within Colonial Williamsburg's galleries and archives.

WILLIAMSBURG® introduced the American Spirit wallpaper collection under license by Waverly®. The latest addition to the WILLIAMSBURG® Pure Simple Today line, the American Spirit collection celebrates the origins of American style with patriotic colors and familiar patterns from the country's past, bringing together a wonder-

ful assortment of patterns—from simple floral prints, checks and stripes, to beautiful toile, resists and damasks—each rooted in the historic 18th- and 19th-century collections of Colonial Williamsburg.

The WILLIAMSBURG® Products Program and the Wildwood Lamp Co. launched four brilliant lamp designs at the Fall 2001 International Home Furnishings Market as part of the WILLIAMSBURG® Reserve collection of fine reproductions. They are: the Pearl River Lamp, inspired by a pattern developed by Spode®; the Curtis Rose Lamp, which is based on a miniature garniture set made by Thomas Curtis in Lowestoft, England, in the late 18th century; the reproduction Plum Flower Lamp, whose original was constructed of hard-paste porcelain in China in the early to mid-19th century and adorned with familiar botanical and avian subjects; and the hand-carved, hand-finished mahogany Fretwork Lamp, which incorporates a handsome fretwork pattern on a circa 1760 English sideboard table.

The WILLIAMSBURG® Products Program and the Nourison Rug Corp. added two dramatic new rugs to the WILLIAMSBURG® Reserve line. One of the introductions, the Star Ushak Oriental Rug, is based on a 17th-century Turkish star design. It features a large center medallion and an arabesque-filled, eight-pointed star. Smaller medallions adorn a floral ground-work of palmettes, rosettes and foliage. The second introduction, the Kuba Oriental Rug, features a palmette design on a blue ground, and a gold and red border. Based on an early 18th-century design from the Caucasus region, the rug depicts smaller palmettes alternating with cartouches, stylized tulips, serrated leaves and trailing tendrils. Both rugs are hand-hooked in 100 percent wool.

At the Fall 2001 furnishings market, the WILLIAMSBURG® Products Program announced the licensing agreement with Pine Cone Hill to produce a new line of WILLIAMSBURG® bedding based on original textiles in the Colonial Williamsburg archives. The collection includes the best-selling William and Mary matelassé line, which has been sold for more than 30 years, plus a stunning new selection of beautiful printed and solid calamanco (woolen), whole cloth quilts to coordinate with embroidered, printed and woven sheets.



Colonial Williamsburg photo

Stickley introduced this new bombé chest this fall at the International Home Furnishings Market in High Point, N.C. The chest of drawers is designed to be paired with the Carter's Grove Bed that was introduced at the spring market.

CW gets wide range of coverage during 2001

Colonial Williamsburg received widespread and varied media coverage throughout 2001 in numerous high profile magazines, newspapers and television stations. Significant placements included:

January

Conde Nast Traveler selected the Williamsburg Inn for the seventh consecutive time to be on the 2001 Gold List.

The Magazine Antiques devoted its entire month's issue, cover-to-cover, to Colonial Williamsburg's 75th Anniversary. The placement included eight articles written by Colonial Williamsburg staff.

February

Southern Living's "Travel in the South" column included Colonial Williamsburg in its February issue under "40 Spring Break Surprises."

Development efforts were highlighted in Antiques and Collecting in a story about the \$30,000 grant from the Von Hess Trust to preserve 13 glass chandeliers and a \$200,000 grant from AT&T for Colonial Williamsburg's electronic field trips.

March

Readers of Family Fun magazine named Colonial Williamsburg the "#1 Tourist Attraction" in the southeast.

The prestigious magazine Architectural Digest gave its 944,000 readers another reason to like Colonial Williamsburg when a lavishly-photographed article, "Historic Houses," reported on Colonial Williamsburg's role in the restoration of the Virginia Governor's Mansion.

April

A Thomas Jefferson event at the White House featuring Colonial Williamsburg historian Bill Barker was featured on CNN, CNN Headline News, C-SPAN, Black Entertainment Television and the Associated

Press wire. In addition, the story also appeared on WVEC-TV, Norfolk.

In the nation's number two media market, the Los Angeles Times previewed the April Electronic Field Trip, "The April Conspiracy," in the SoCal Living section.

May

Architectural Digest was the vehicle for one of the finest Colonial Williamsburg media placements in recent years when it ran a comprehensive feature about Colonial Williamsburg and the Colonial Houses in its June issue with nine pages of spectacular color photography and historically detailed text.

The decision to transfer assets of the DeWitt Wallace Fund directly to Colonial Williamsburg and other beneficiaries appeared in the New York Times, Wall Street Journal and Chronicle of Philanthropy.

June

Colonial Williamsburg's products program was the focus of an article Julian Barnes wrote for the New York Times. The placement gathered national interest and placements were found on National Public Radio's "Morning Edition" program, CBS TV affiliate WUSA-TV and WTOP-FM radio (CBS) in Washington, D.C.

Readers of Corporate & Incentive Travel voted Colonial Williamsburg's golf resort as a "Greens of Distinction" award winner.

July

Colonial Williamsburg received three awards in July. Travel & Leisure named the Williamsburg Inn as one of the "World's Top 100 Hotels" and one of the "Top 100 Hotels" in the Continental United States and Canada.

The July 4 History Survey, a public relations initiative intended to capitalize on the Fourth of July and generate awareness

of the importance of history education, garnered much media attention. The month's single most extensive media placement came from CNN, which, following up on a query about the History Survey, broadcast live from Colonial Williamsburg throughout the day on July 4. Other notable U.S. broadcast and print media outlets that carried stories about the History Survey, were the CBS Evening News, CBS Early Show, Fox News Channel, ABC Radio, Washington Post, USA Today (nation's largest daily paper), Atlanta Journal Constitution, Philadelphia Inquirer and the Chicago Tribune. Three of the world's biggest wire services covered the story, AP (Associated Press), radio (live) and print, Agence France Presse and Knight Ridder. Internationally, the survey received significant media coverage as well, getting covered by the BBC (British Broadcasting Corporation) World Service, The Guardian (London), London Times, Pravda (Russia), International Herald Tribune and the South China Post.

August

A 12-page feature in House & Garden magazine, entitled "A Federal Case," used the 75th Anniversary as a vehicle for focusing on the beautiful décor of the Governor's Palace.

A 21-page article featuring Colonial Williamsburg appeared in the fall issue of Good Housekeeping: Do It Yourself, "Updating the Past," on Colonial Williamsburg's products program and how to decorate your house to look like a Williamsburg house, was one of the largest magazine articles ever done on Colonial Williamsburg.

September

Colonial Williamsburg received another award in September when the Southeast Tourism Society again named Grand Illumination one of the society's "Top 20 Events in the Southeast USA."

Two of America's largest magazines, Better Homes and Gardens, and Good Housekeeping, featured Colonial Williamsburg as fall travel destinations during September.

October

For the sixth straight year, Southern Living named Colonial Williamsburg the "Favorite Historic Site" in its annual "Readers Choice Awards." The magazine has a circulation of 2.5 million. Elsewhere, Travel and Leisure's reader poll ranked the Williamsburg Inn 7th among the 20 hotels rated for its "Top Family Hotels in the Continental U.S. and Canada."

A comprehensive story in Historic Traveler, "Thomas Jefferson is alive and well and living in Williamsburg," was a beautiful travel destination article that featured Bill Barker as the cover photo.

November

Major national travel placements in November included The New York Times' "A Two Year Party" that highlighted the Historic Area, hotels and taverns and the 75th Anniversary.

The Wall Street Journal sang the praises of Colonial Williamsburg and the Veterans Day weekend celebration in "Military Might, Music and Memory."

December

December's Country Living "Inn of the Month" column featured the Williamsburg Inn, including descriptions of the renovation and mention of the Dickens program.



Photo by Carol Carey Godwin

Colonial Williamsburg President, Chairman and Chief Executive Officer Colin Campbell addressed a large crowd assembled on Market Square during a Veteran's Day salute to all military veterans. Joining him were (left to right), Ben Machinist, a member of the board of directors of the American Legion Post 39 and the Veterans of Foreign Wars; Rex Ellis, vice president of Historic Area Presentations; U.S. Senator John Warner; and Rear Admiral David Architzel, commander of the Navy's Mid-Atlantic Region.

CW pays tribute to military, public service personnel

To honor U.S. military personnel and public safety workers, Colonial Williamsburg invited all active, reserve and retired members of any branch of the Armed Forces, as well as firefighters, police officers, emergency medical technicians (EMTs), Red Cross workers, and their families, to enjoy a special Colonial Williamsburg weekend, with complimentary admission and programs in their honor, over the Veterans Day holiday weekend Nov. 10-12.

Over the weekend, more than 15,000 ticketed visitors passed through Colonial Williamsburg, many for the first time. More than 7,500 people took advantage of the complimentary ticket offer. The remaining 8,000 purchased individual or group tickets.

Dozens of military and public service personnel were able to take advantage of the 50 percent discounts on room rates; 170 room reservations were taken for Saturday and Sunday nights. These reservations helped contribute to a 98 percent hotel room occupancy rate in Colonial Williamsburg's hotels.

Duke of Gloucester was lined with cheering visitors on Saturday as the parade saluted firemen, police, emergency medical technicians and Red Cross workers, then concluded with a program at the Capitol featuring Colonial Williamsburg President Colin G. Campbell, Colonial Williamsburg Vice President of Historic Area presentations Rex Ellis, Williamsburg Mayor Jeanne Zeidler and local emergency and law enforcement officials. Also participating in the Saturday event was a detachment from the Pentagon Police that had worked at ground zero following the Sept. 11 Pentagon attack.

During a ceremony Sunday, Nov. 11, on Market Square the colonial militia fired three musket volleys to honor the original 13 colonies, all veterans and all members of the military. Campbell thanked America's veterans for their service. Ellis asked for all veterans present in the crowd to come forward and join the assembly. Among the veterans to address the gathering and take part in the military review was Virginia's U.S. Sen. John Warner.

CW experiences important successes in 2001

(Editor's Note: The following is a compilation of Success Stories that have run in CW News during the past year.)

Commissary tastes success with annual food sales

The Commissary lets employees and area residents bring home the taste of Colonial Williamsburg through regular food sales. These sales have grown in popularity over the years. When the sales first began in 1998, revenues totaled \$17,138. In 1999, sales figures reached \$32,531. In 2000, revenues reach more than \$60,000.

In 2000, the Commissary had nine sales—St. Patrick's Day, Easter, Mother's Day, Memorial Day, July Fourth, Labor Day, Oktoberfest, Thanksgiving and Christmas. In order to keep up with demand in 2001, the Commissary added three new sales—a Super Bowl sale in January, a Valentine's Sale in February and a Cookout Sale in August.

Friends of Collections has grown in numbers, gifts

Friends of Colonial Williamsburg Collections, a donor society that works to acquire objects for foundation museums and collections, has experienced growth in size and contributions since it began in 2000. According to Olivia Alison, director of the group, Friends of Collections numbers 62 households now. In addition, one member made a \$25,000 gift toward the work of the Friends of Collections.

To date, cash donations have totaled \$75,000. Objects acquired with the funds include: a 1793 edition of "The Cabinet Maker and Upholsterer's Drawing Book" by 18th-century furniture maker Thomas Sheraton; a Tidewater Virginia sampler made by Jane G. Hiter in 1848; a circa 1775 King's Rose teapot; and 1796 portraits of Mercy Merwin Todd and her 5-year-old son Eli Merwin Tood by artist Jonathan Buddington.

Children's costume rental popular with families

Young visitors to Colonial Williamsburg not only have an opportunity to experience life as it was on the eve of the American Revolution, but they also have a chance to dress like young colonists.

Children's costume rental located in Market Square provides children—typically between ages 5 to 10—with costumes for rent. For \$12 a day, girls can don a white lawn dress with their choice of color sashes and boys can sport a white shirt, haversack and imitation rifle. Each costume is completed with a hat.

Children receive a letter stating what sites to visit and what items to pick up while there. Stops along the way include the Geddy House to learn the proper courtesies and manners and the printing office to read a copy of the Virginia Gazette.

This year the children's costume rental program expanded to Williamsburg Marketplace in the Visitor Center.

AARFAM launches new "Crowning Achievements" family program in July

During the summer, the Abby Aldrich Rockefeller Folk Art Museum conducted a special family program, "Crowning Achievements," in conjunction with the Hampton's throne exhibition.

Participants were able to create crowns representing crowning achievements in their lives. To do this, they were given an introduction to the Hampton's Throne exhibition and then were provided with a variety of new and recycled materials, including beads, tinfoil, egg cartons, creamer cups, tissue paper and paper tubes, to create their artwork. Some of the achievements selected by the girls included playing soccer and baseball, reading and Girl Scouting.

See Success Stories, page 8

DEC.27-JAN.2

HAPPENINGS AT
COLONIAL WILLIAMSBURG

(Editor's Note: As the Colonial Williamsburg Foundation celebrates its 75th Anniversary, CW News is highlighting in its calendar some of the important events—past and present—during 2001 and 2002.)

THURSDAY, DEC. 27

CWC payday.

Christmas Revels, 2 and 4 p.m., DeWitt Wallace Decorative Arts Museum.

Carter's Grove Christmas, 6, 7 and 8 p.m., Carter's Grove.

Dance, Our Dearest Diversion, 7 and 8:30 p.m., Capitol.

Palace Concert, 7:30 and 9 p.m., Governor's Palace.

"Creatures Large and Small," 2 p.m., Kimball Theatre. Rainbow Puppets present an entertaining and educational program for children through the Young Audiences of Virginia.

18th-century Play—Highlife Below Stairs, 8 p.m., Williamsburg Lodge.

FRIDAY, DEC. 28

Christmas on the Chesapeake, 2 and 4 p.m., DeWitt Wallace Decorative Arts Museum.

Bill and Betsey's Christmastide Adventure, 4 p.m., Williamsburg Lodge.

Military Music on Market Square, 6:30 p.m., Market Square.

Palace Holiday Ball, 7 to 9 p.m., Governor's Palace.

Grand Medley of Entertainments 8 p.m., Kimball Theatre.

SATURDAY, DEC. 29

On this date in 1930, the "new" U.S. Post Office opened in the area that would later become Merchants Square.

Three-Fold Joy, 2 and 4 p.m., DeWitt Wallace Decorative Arts Museum.

Fire and Drum March, 6:30 p.m., Duke of Gloucester Street.

Puttin' Slavin' Aside, 7 to 8:30 p.m., Carter's Grove.

Dance, Our Dearest Diversion, 7 and 8:30 p.m., Capitol.

Palace Concert, 7:30 and 9 p.m., Governor's Palace.

SUNDAY, DEC. 30

On this date in 1969, Colonial Williamsburg acquired Carter's Grove.

On this date in 1985, 18th-century style "Powell House Christmas" tours were offered at the Powell-Waller House.

Here We Come A-Wassailing, 2 and 4 p.m., DeWitt Wallace Decorative Arts Museum.

Bill and Betsey's Christmastide Adventure, 4 p.m., Williamsburg Lodge.

Palace Holiday Ball, 7 to 9 p.m., Governor's Palace.

MONDAY, DEC. 31

Profound Joy, 2 p.m., DeWitt Wallace Decorative Arts Museum.

Dance Our Dearest Diversion, 7 and 8:30 p.m., Capitol.

Courthouse Concert, 7:30 and 9 p.m., Courthouse.

New Year's Eve Gala, 8 p.m. to 2 a.m., Williamsburg Lodge.

TUESDAY, JAN. 1

Building a Small Wonder, 3 to 4 p.m., Abby Aldrich Rockefeller Folk Art Museum. Meet one of the volunteers who constructed Tasha Tudor's dollhouse under the guidance of the artist. Learn about the details of crafting this marvelous home in miniature. Included in museum admission.

WEDNESDAY, JAN. 2

Spending accounts bi-weekly deadline today. Claims for reimbursement from medical and dependent care spending accounts for CWF employees must be submitted by noon to the compensation and benefits office in the Franklin Street Office Building. Next deadline for CWF employees is Jan. 9.

Benefits Workshop, 3 p.m., Franklin Street Office, Room 147. Answers to benefit questions and assistance with enrollment paperwork.

IN THE MUSEUMS...

At the Abby Aldrich Rockefeller Folk Art Museum:

"An Introduction to American Folk Art and Folk Art in American Life"—The museum's permanent collection of paintings, sculpture, textiles, furniture and a variety of three-dimensional objects such as whirligigs, weather vanes and shop signs. Ongoing exhibit.

"The Hennage Collection of Antique Toys"—This private collection will showcase a variety of American and German toys from the late 19th century through the first half of the 20th century. Through March 3, 2002.

"Holiday Favorites"—Visitors to this annual holiday exhibition will rediscover some of their favorite childhood playthings. Highlights will include all the traditional favorites of the Abby Aldrich Rockefeller Folk Art Museum's extensive toy collection such as the circa 1900 Long Island Dollhouse and the mid-19th-century Morris-Camby-Rumford dollhouse. Through March 3, 2002.

"Life in Perspective: The Woodcarvings of Rupert Kreider"—Museum visitors will view a compelling selection of scenic carvings created by itinerant Arkansas artist Rupert Kreider in the 1960s and 1970s. Through February 2003.

"Quartet of Quilts"—A delightful quilt exhibition showcasing four unusual pieced quilts made of wool, silk and cotton. Through Jan. 1, 2002.

"Tasha Tudor's Pictures for the Holidays"—Features original artwork created by the renowned illustrator Tasha Tudor to celebrate Christmas and Valentine's Day. Tasha Tudor's dollhouse also will be on view. Through March 3, 2002.

At the DeWitt Wallace Decorative Arts Museum:

"Artistry and Ingenuity"—A look at colonial kitchen equipment from an aesthetic and practical viewpoint. Ongoing exhibit.

"At the Edge of the World: Mapping Scotland"—From a broad spectrum of visually captivating 16th-century Ptolemaic maps and Mercator engravings to the 17th-century works of John Speed, publisher of the first atlas of Great Britain, and a selection of the first truly Scottish maps of Scotland, this display is a cartographer's dream. Through Dec. 1, 2002.

"Building a Museum: The Wallace Legacy"—This display, honoring the late DeWitt and Lila Acheson Wallace, philanthropists and co-founders of Reader's Digest, shows how the museum was envisioned and constructed by renowned architect Kevin Roche, examines how the museum adds to its collections and how the Colonial Williamsburg collections are used. Visitors also will enjoy an overview of the many delightful displays that have come and gone since the Wallace Museum first opened its doors in 1985. Ongoing exhibit.

"Curtains, Cases and Covers: Textiles for the American Home, 1700-1845"—This exhibit features upholstery textiles used on beds, chairs, tables, floors and windows and explores the visual impact of adding color, pattern, texture and warmth to early American rooms through textiles. Through September 2002.

"Furniture of the American South"—Take a look at more than 150 of Colonial Williamsburg's finest examples of early Southern furniture. Through Jan. 1, 2002.

"Identifying Ceramics: The Who, What and Where"—A basic understanding of the major categories of ceramics used in America and England from the late 17th to the early 19th centuries, with emphasis on features that distinguish one type of ceramic material from another. Through Jan. 1, 2002.

"Lock, Stock, and Barrel: Early Firearms from the Colonial Williamsburg Collection"—An outstanding display of military and civilian firearms. Ongoing exhibit.

"New in Masterworks: The Thomas Frye Mezzotints"—A delightful selection of mezzotint engravings by famed artist Thomas Frye (1710-1762). Through December 2002.

"Peep Show! Panoramas of the Past"—Take a peek at this revealing exhibition featuring 18th- and early 19th-century prints that were used with special viewing devices to amuse and instruct the viewers. The *vue d'optiques* and perspective prints depict landscapes and views of foreign places and events. Also included are panoramas made up of a series of prints that created three-dimensional views. Through May 27, 2002.

"Revolution in Taste"—Consumer choices in ceramics and metals during the 18th century. Ongoing exhibit.

"Southern Faces"—More than 20 oil portraits produced in the American South from 1740-1845. Through Oct. 26, 2003.

"Treasure Quest: Great Silver Collections from Colonial Williamsburg"—Hundreds of objects, including early English silver plate, donated to Colonial Williamsburg by major silver collectors. Ongoing exhibit.

UPCOMING EVENTS...

The Williamsburg Symphonia, 8:15 p.m., Friday, Jan. 11, 2002, Kimball Theatre. Come hear the music of Mussorgsky, Ravel, Beethoven and soprano soloist Sharon Christman.

Send your calendar items via interoffice mail to CW News - GBO 132, or fax them to 7702. Please send items by noon Monday, two weeks in advance. Call 7121 for information.

NewsBriefs

CW sponsors winter bloodmobile Jan. 8

The Colonial Williamsburg Foundation, in conjunction with the American Red Cross, will sponsor a bloodmobile 10 a.m. to 4 p.m. Tuesday, Jan. 8, 2002, at the Community Building, 401 N. Boundary St. Colonial Williamsburg's Hospitality and Courtesy Committee and the American Red Cross invite the community to participate.

According to the Red Cross, donors of

all blood types are needed. In order to give blood, donors must be at least 17 years of age, weigh at least 110 pounds and be in overall good health. Colonial Williamsburg provides sandwiches, drinks and desserts for donors.

Appointments are suggested, but walk-ins are welcome. Call 220-7029 and press "5" to make an appointment.

Success Stories

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Rare Breeds animal population increases during breeding season

Mother nature was working overtime at the Colonial Williamsburg stables this summer. With the addition of one colt, five calves and 11 lambs, the Rare Breeds

program, which includes rare and critically endangered breeds of horses, cattle, sheep and poultry, grew considerably during breeding season. Breeding season, which typically takes place during the spring, ended with excitement with the birth of a colt Sunday, July 1 and a heifer calf born Tuesday, July 3.

Museum exhibitions

Continued from page 6

- **"At the Edge of the World: Mapping Scotland"**—The earliest images of Scotland first appeared when the country was located on the edge of the known world. From a broad spectrum of visually captivating 16th-century Ptolemaic maps and Mercator engravings to the 17th-century works of John Speed, publisher of the first atlas of Great Britain, and a selection of the first truly Scottish maps of Scotland, this display is a cartographer's dream. Through Dec. 1, 2002.
- **"Curtains, Cases and Covers: Textiles**

for the American Home, 1700-1840"—Observe how textiles added color, warmth and status to early American homes. Through September 2002.

- **"Furniture of the American South"**—See more than 150 of the finest examples of early Southern furniture. Through Jan. 1, 2002.
- **"Southern Faces"**—Study this extraordinary collection of 18th- and early 19th-century oil portraits that depicts men and women of the American South. Through Oct. 26, 2003.

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Director of Public Relations: Timothy W. Andrews, 7265

Editor: Penna Rogers, 7121

Contributors: Jim Bradley, Kathleen Brimer, Lorraine Brooks, Dave Doody, Kathy Dunn, Carol C. Godwin, Tom Green, Sophia Hart, Linda McElroy, Kelly Mihalco, Mary Norment, Suzanne Seurattan, James M. Tishko, Lael White

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