

Group Dynamics: Coordinating Visits of Students and Adult Organizations



The School, Youth and Adult Day Group team poses before Group Arrival Ticketing. They are (from left) Mona Carpenter, Shelia Phillips, Carol Brinkley, Winette Jeffery, Treva Green, Sandie Heath, Ann Canaday, Tarma Smith and Sheila Marsh. The Hospitality Group Sales team, pictured on the right, are (front row from left) Mark Young, Deana Zaharopoulos, Heather Dymond and Joe Barrow and (back row from left) Julie Fountain and Casey McFarland.

School daze. Some of our frontline colleagues may feel the “daze” in the spring and fall when more than 1,800 school groups hit the streets of the Historic Area. Touring the Capitol, sitting in the stocks, stomping mud — enthusiastic, sometimes a bit boisterous, but quite well organized.

How do they get here, though? Just who manages their busy days?

We can thank SYG (School, Youth and Adult Day Groups) and Hospitality Group Sales for arranging these visits and for, on average, 110,000 admission tickets sold and \$1.5 million in revenue each year.

Together, these departments promote and sell the Colonial Williamsburg experience to groups. This typically means elementary, middle and high school students, homeschoolers and youth organizations such as Parks and Recreation, bands and scouts. Adult groups are in the mix, too.

SYG works with those who spend the day, and Hospitality Group Sales handles those who stay in our hotels.

The SYG team works out of the Group Arrivals Building, just above the Visitor Center, where they also welcome incoming groups. Its nine members includes senior sales manager Sheila Marsh; lead sales representative Treva Green; sales representatives Shelia Phillips, Carol Brinkley, Sandie Heath, Mona Carpenter and Ann Canaday; group sales manager Winette Jeffery; and front desk coordinator Tarma Smith.

The team in Hospitality, with offices at the Williamsburg Lodge, includes Joe Barrow, director of hotel sales; Julie Fountain, sales manager; Casey McFarland, sales coordinator; Mark Young, director of conference services and events; Deana Zaharopoulos, conference services manager; and Heather Dymond, conference services coordinator.

Both teams work closely with the Historical Interpretation team. During peak season, 20 to 22 guides can be needed to lead groups on tours on any particular day.

“A group might be interested in a guided tour about colonial government,

18th-century life, religion, colonial fashion or Native Americans in Williamsburg. Whatever their focus, we are here to meet the needs of the groups,” Sheila Marsh said. “We even have certified merit badge counselors who lead scout groups.”

The teams work with other departments as well, depending on the needs of the group. Special requests often include evening programs, the Fifes and Drums, and Nation Builders.

Each group visit is customized but typically includes admission tickets, a guided tour called a study visit, evening programs, and often meals and lodging for groups staying in our hotels.

The Foundation has been serving groups for over 70 years. They have come from across the country, including Hawaii and many from California, as well as from Germany and Puerto Rico. Most bookings are repeat visits, but SYG and Hospitality Group Sales continue to search for new business through advertising and by attending trade shows.

“We recently recognized a school ▶



Behind the Scenes *continued*



Joe Barrow (left), Julie Fountain (center) and Casey McFarland discuss plans for a group visit.

that has brought their eighth-grade class since 1957. The first group came in a station wagon and the teacher who brought that group is still alive. The current teacher who coordinates the trip has been coming for 20 years,” Joe Barrow said. “We met the group when they arrived at the Woodlands Hotel in November and recognized them with a plaque and a large banner.”

Another school has been coming since 1953, and the Hospitality sales team is working on getting them to stay in our hotel, which makes for a more immersive experience.

“One teacher told me that when he walks his class into the Historic Area from the Woodlands Hotel, he stops them on the bridge and tells them they are leaving the 21st century and walking into the 18th century,” he said.

Most schools fund their own visits, but roughly 10% of all school group ticket sales and some transportation costs are supported by grants and donations earmarked for schools in our region that need the assistance.

During Homeschool Days, about a week in the spring and two weeks in the fall, homeschoolers and their families can take advantage of special pricing and participate in programs designed specifically for them.

“For many people, their introduction to Colonial Williamsburg is through a group tour,” Marsh said. “We want their first impression to be positive so they will want to come back. We do all we can through our programming, as well as hospitality, to make that happen.”

Your Story: Treva Green

For each issue of CW News, volunteer Chuck Reusing interviews one of our many talented staff members to give us a sense, in their own words, of who they are, what they do and why their work is important.



POSITION Lead Inside Sales Representative in School, Youth and Adult Day Groups (SYG)

YEARS OF SERVICE I began my career with The Colonial Williamsburg Foundation in September 2007 working in the Colonial Williamsburg Regional Visitor Center selling tickets to guests. During this time, I cross-trained to sell group tickets. I transferred to my present position in SYG in April of last year.

WHAT I DO My office is located in the Group Arrivals Building adjacent to the Visitor Center. I lead a team of six sales representatives. We are responsible for all sales to groups that are not staying in our hotels. Groups must include at least 15 individual members to qualify for group sales admission tickets. Some of

our visiting groups have been as large as 200 to 250 individuals.

My sales staff and I work as a team in building relationships with the different groups that visit. Our normal work-week is Monday to Friday from 8 a.m. to 5 p.m., although when we become very busy with group visits from mid-March through the end of each year, one of our staff members works on weekends to be available for any group that might be visiting. We rotate our staff members for weekend duty.

No group is the same. For each group, we develop a customized study visit program well before their visit. Many of our groups have a general idea of what they want to see and do while in the area, and my team and I help them plan their itinerary to take maximum advantage of their visit. ▶

Your Story *continued*

WHAT I DO TO IMPROVE THE GUEST EXPERIENCE

Each group begins its visit at the Group Arrivals Building. We begin to build our relationship with them long before they arrive, and when they finally do arrive, we have packages of information for them, including maps of the area, a ticket for each member of the group, itineraries, event listings, etc. We also give each group a contact number for a staff member for any questions that they might have or to solve any issues that may arise during their visit.

Most of my staff are longtime employees of Colonial Williamsburg and easily work with all CW staff in creating a positive guest experience for each group. This might include special programming, evening events or special dining events.

We use the Daily Flash, the listing of the various activities in the Historic Area, to assist us in planning. We also have frequent staff meetings that keep us abreast of programming activities in the Historic Area as well as the exhibitions at the Art Museums of Colonial Williamsburg.

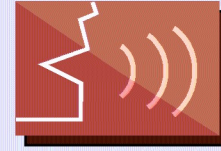
At the conclusion of each visit, we request feedback from our groups, asking for their comments on each visit, what they liked or didn't like, and how we can improve their future visits. Most of our groups are repeat visitors, and building relationships through the years has been a definite asset for us, but we also see many new groups each year as a result of our recruiting efforts.

MEMORABLE EXPERIENCES One of my most memorable experiences with Colonial Williamsburg occurred this past December during Grand Illumination. It was decided that we would provide designated parking areas for buses, which the Foundation has done in the past but not recently. We knew in advance that we would be having 27 adult groups with a total of about 1,500 visitors coming by bus. I was given the responsibility of working with our security staff in designating parking locations near the Historic Area for the buses and providing them with special

bus passes. Groups were notified in advance where the buses could be parked, and I am proud to say that the parking situation worked out very well for me and CW. I was on standby the entire evening and received no complaints from anyone. I had to reach out to a lot of people to be sure that they knew where they were scheduled to be. It was a team effort involving many people that resulted in much success the evening of Grand Illumination.

BIGGEST ACCOMPLISHMENT Being employed by Colonial Williamsburg and advancing my career here and being successful in what I do has been one of my biggest accomplishments. At the Visitor Center and now at the Group Arrivals Building, my supervisors have always had faith in me and in my abilities and have helped me grow into my current position as lead supervisor. I am the youngest person on my immediate staff, and my staff around me, who are more experienced, have really helped me and have wanted me to succeed in my present position. We have a very positive work environment here at Group Arrivals and we really do work together as a team to ensure that guests have a very positive experience during their visit.

INTERESTS/HOBBIES I love to do gardening and enjoy reading and doing crafts of all sorts. I have been married for six years and have two children, William, who is 5, and Olivia, who is 2.



How Do You Say That Again?

Chowning

/CHōō/ning or chū/ning

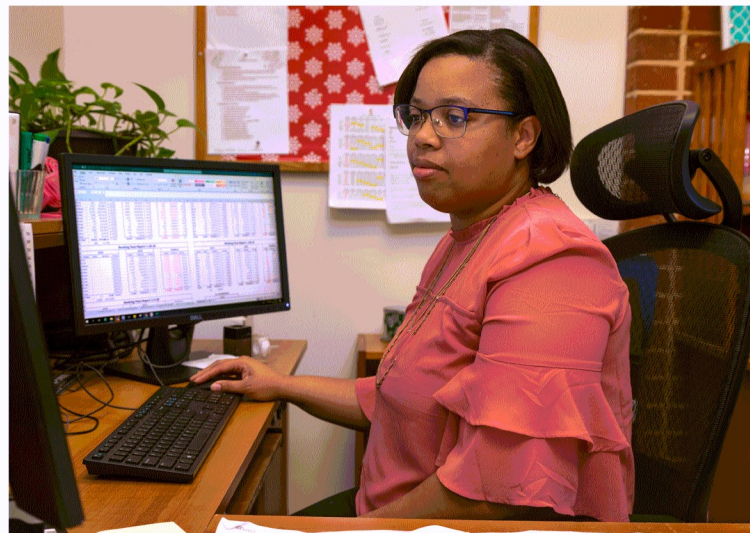
A proper name, i.e., 18th-century tavern owner Josiah Chowning

The pronunciation of the name that graces our Duke of Gloucester Street tavern has long been a source of debate.

The debate is over. It's spelled "Chowning" and pronounced "Chewning."

Ron Hurst, the vice president of Museums, Preservation, and Historic Resources, notes that until the 19th century spellings were "notoriously variable," but long-standing research indicates an emphasis on the "e" rather than the "o."

"The solid evidence for "e" is based on the phonetic spellings that appear in many 18th-century documents, as well as the family's own pronunciation of the name to this day," Hurst said.



Keeping groups coming back to the Historic Area is just one success story for Treva Green and her team.



In Remembrance

June Hennage

June Elizabeth Stedman Hennage and her husband, Joe, came to the Historic Area in 1949 when Colonial Williamsburg held its first Antiques Forum. Eventually, Williamsburg became home, and the couple's affection for the world's largest living history museum became a guiding light for their philanthropy.

Mrs. Hennage became a nationally known collector of antiques and decorative arts. According to Ronald Hurst, a vice president of Colonial Williamsburg and its Carlisle H. Humelsine Chief Curator, it all started with a desk Mrs. Hennage saw in the window of a dealership in New York City. "She talked Joe into buying it," Hurst said, "and he became hooked."

Mrs. Hennage died Jan. 28 at the Georgian home she and her husband built in Williamsburg after moving from



Chevy Chase, Maryland, in 1988. A generous supporter of The Colonial Williamsburg Foundation, Mrs. Hennage found the Historic Area to be a special place where she and her husband could enjoy learning about and reliving American historical events. This special interest led Mrs. Hennage and her hus-

band to use their own resources to help the Foundation develop and prosper.

Mrs. Hennage was a charter and life member of the Raleigh Tavern Society, the foundation's top annual giving group. She was also a member of the President's Council, a group dedicated to fostering greater awareness of Colonial Williamsburg through philanthropic support. She served as honorary chair of the Colonial Williamsburg Art Museums Board and was a life member of the Friends of Colonial Williamsburg Collections. The Hennages were jointly awarded the Churchill Bell — the Foundation's most prestigious honor — for their unparalleled service and generosity.

In 1985, the Hennage Auditorium at the DeWitt Wallace Decorative Arts Museum was named in honor of the couple. In 2019, the Foundation named a new gallery in the expanded Dewitt Wallace Museum the June Stedman Hennage Gallery.

Jim Lehrer

Jim Lehrer, a television journalist known for his understated interviewing style and insightful examination of American politics, died Jan. 23 in Arlington, Virginia. He was 85.

Mr. Lehrer, who was the co-founder of the *PBS NewsHour*, served The Colonial Williamsburg Foundation for more than two decades. He was nominated in 1989 to the Foundation's board of trustees, on which he served until 2002, when he became a senior trustee. He and his wife, Kate, joined the Raleigh Tavern Society in 1990, and Mr. Lehrer became co-chairman of the society three years later.

After working with the Foundation for several decades, Mr. Lehrer received the Churchill Bell award in 2011 in recognition of his leadership and service.

Mr. Lehrer used his PBS platform to bring viewers to Colonial Williamsburg's Historic Area with such programs as the 1996 *Character Above All: An Exploration of Presidential Leadership*, which took place in the House of Bur-

gesses chamber at the Capitol. The program featured a panel of historians, biographers and journalists who examined the character of 10 presidents, from Franklin Roosevelt to George H.W. Bush, tackling such topics as the difference between personal and political characters.

That same year, Mr. Lehrer moderated a forum between Congressional leadership, including then-Senate Majority Leader Trent Lott, House Speaker Newt Gingrich, Senate Minority Leader Tom Daschle and House Minority Leader Richard A. Gephardt. The first-of-its-kind forum also took place in the House of Burgesses chamber and aired on PBS.

Admired for his ability to adapt some of the techniques of newspaper reporting to live television, Mr. Lehrer was sometimes called the Dean of Moderators. He was chosen to moderate 12 presidential debates between 1988 and 2012.

Mr. Lehrer's passion for literature motivated him to write 11 books, includ-

ing two memoirs and a mystery series. He was a retired Marine, like his father and brother. He took charge of the newspaper, *The Boot*, while stationed at the Parris Island Marine training camp in South Carolina.

Mr. Lehrer is survived by his wife of 60 years and the love of his life, Kate, three daughters and six grandchildren.



African American Exhibition Moves to Visitor Center

After more than a year in the Raleigh Tavern, **Revealing the Priceless: 40 Years of African American Interpretation** is moving to a new space.

The exhibition memorializes each of the African American men and women known by name to have lived in early Williamsburg. In early March, it will be removed from the Daphne and Billiard rooms of the Raleigh Tavern and reassembled at the Visitor Center. The full exhibition — the panels, wall of names, interpreter portraits and objects on display — will be placed outside the East Theater.

Revealing the Priceless opened in the Raleigh Tavern on Feb. 18, 2019, as part of a yearlong celebration of the 40th anniversary of African American Interpretation at Colonial Williamsburg.

Though an exact count of the visitation to the exhibition isn't possible, the Raleigh Tavern did see an attendance increase in 2019 of more than 30,000 — an increase that organizers Stephen Seals, development manager of 40th anniversary programming, and Nathan Ryalls, manager of guest experience and design, attribute to interest in Revealing the Priceless.



Guest books at the exhibition invite visitors to share their thoughts about what they've seen — and what it means to them.

The Visitor Center exhibition will include a guest book, just as the version in the Raleigh did. In 2019, one guest book was filled and archived at the John D. Rockefeller Jr. Library; a second guest book is nearly full.

“Overwhelmingly, the feedback has

been that [the exhibition] needs to continue, so we started working to find a more permanent place for it,” Seals said. “I cannot emphasize just how wonderful and willing the Visitor Center has been. I will continue thanking them for years to come.”



Isaac John Samuel John London Clary Edmu
 John Nancy Lucy Betty James Godfrey Phill
 James Nancy Pamela Phillis Peg Nanny
 Nanny Easter Betty Phoebe Susanna Beck
 Barbara Milly Judith Dinah Rachel Sarah
 Ester Eve Nanny Nanny Hannah Phoebe M
 Nanny Molly Nanny Nanny Betty Joycy Pat
 Lucy Betty Tenah Lucy Tenah Martha Suke
 lolly Lydia Myrtille Charlotte Epha Phoebe

Visitor Center guests can see the wall on which are inscribed the names of African Americans known to have lived in 18th-century Williamsburg. In many cases, only the first name is known.

If These Walls Could Talk: George Reid House

by Jeffrey E. Klee

Though it looks ordinary enough — a typical Chesapeake house with its modest scale and neat but commonplace finishes — the George Reid House is one of the more enigmatic little buildings on Duke of Gloucester Street.

Its oddities include a very deep rear overhang compared to the front and its asymmetrical disposition of end chimneys, with the western one located outside the west gable and its eastern placed inside. That asymmetry extends to the arrangement of windows on either side of the entry: there are two on the west side, lighting the larger front room, and just one for the smaller east room.

Recent investigations by members of the Architectural Preservation staff indicate that its mysteries run considerably more than skin deep.

To understand a landscape painted on a large panel installed above the mantel in the large west room, the Preservation staff recently took a careful look at the building to learn more about its form and evolution.

Archaeology undertaken in 1963 suggested that the present building was not the first on this lot; an earlier 32-foot-wide foundation, partially under the current structure, was dug around 1790, and its south wall sits about 12 feet behind the present rear wall. The earlier building appears on the Frenchman's Map, but its date of construction is unclear.

The puzzle deepened upon looking closely at the attic, where we were startled to discover that the house has been extended 10 feet to the west. The rafters in the west end are of different dimensions from those in the earlier part of the house. Though some of the original roof framing has been replaced, the end pair of rafters from the first building remains in place, with nail holes on its outside face indicating where riven clapboards were originally attached for the west wall. The nail holes make it clear that the original siding was clapboards. The holes are spaced roughly $3\frac{1}{4}$ inches to $5\frac{1}{2}$ inches apart. If these were for weatherboards — the sort of refined,

nice finished siding that covers most buildings in the Historic Area, including the present incarnation of the Reid House — the nails would be spaced at more regular, roughly 6-inch intervals.

It illustrates that relatively rough and inexpensive riven clapboards were used as siding on substantial buildings in Williamsburg, even on Duke of Gloucester Street — a supposition supported by the discovery of clapboards still in place on the west wall of the Blair House during its restoration. Such siding was, in the early 18th century, commonplace in Williamsburg. It has been thoroughly replaced with more refined and more durable heart pine weatherboards.

More significant is the discovery that in its original form, the Reid House was just 32 feet wide, a measurement that aligns with other early buildings in Williamsburg such as the older part of the Custis Tenement and the original portion of the Raleigh Tavern. Significantly, these and other early 18th-century buildings of that size were arranged on a hall-parlor plan. That is to say that they lacked a center passage, a feature that was only becoming commonplace in polite houses in Williamsburg during the 1710s (the Custis and Everard Houses were two of the first in town).

The Reid House, in other words, was

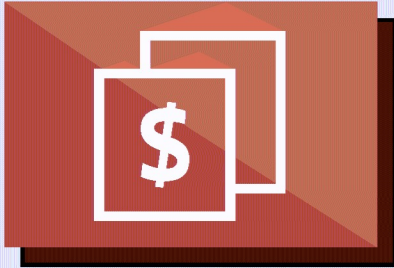
originally built on a plan common in the early part of the 18th century and was covered in siding that was also typical of an earlier era than its foundations.

So if the present foundations were not dug until after the Revolution and if they show no sign of being enlarged, what happened here?

The answer seems to lie in those earlier foundations that sit to the south of the present building. It appears that, sometime in the first half of the 18th century, a smaller, 32-foot-wide, hall-parlor house was built about 12 feet farther from the street than the present building. If so, this was in violation of the Building Act of 1699, which stipulated that houses be built 6 feet from Duke of Gloucester Street. Around 1790, the house was enlarged 10 feet to the west and moved forward to the current foundations.

Looking carefully at the surviving fabric has raised as many questions as it has answered, such as when the original structure was built and why it apparently could be built out of conformity with the Building Act. Further research and further technical analysis, such as dendrochronology, should help us start to answer those questions and to tell a fuller story of this surprisingly complex little house.





Tax Preparation Assistance

Colonial Williamsburg employees can get free assistance with their federal and state tax returns from Internal Revenue Service-certified VITA volunteers through April 15.

Volunteers from VITA — Volunteer Income Tax Assistance — are available Tuesdays, Wednesdays and Thursdays from 1:30 to 5 p.m. and on Saturdays from 9:30 a.m. to 1 p.m. at the Kids Club at 117 Visitor Center Drive. Please note that the site will close when the maximum number of clients who can be served for the day has been reached.

Those seeking help with their taxes should bring the following:

- Government-issued picture ID, such as a driver's license
- Social Security card
- Health Care Insurance Form 1095 A, B, C (if applicable)
- 2019 W2 and 1099 forms
- Receipts for deductions
- Bank account information (voided check)
- Copies of 2018 federal and state tax returns
- Identity Theft PIN/letter (if received)

If you have questions, contact wmsbrgvida@gmail.com

Popular Antiques Roadshow to Film in Historic Area



Photo by Meredith Nierman for WGBH. © WGBH 2020

Colonial Williamsburg will host *Antiques Roadshow* this spring.

The series' production tour will be in Williamsburg for three days in April, with the all-day appraisal event taking place on April 28.

Roadshow will film both inside buildings and around the grounds of Colonial Williamsburg for three episodes as part of the 25th season to air in 2021. The appraisal event will be held at various locations on the Governor's Palace site and the Palace Green.

The appraisal event will bring about 3,000 show attendees to Colonial Williamsburg for free evaluations of their antiques and collectibles from experts from the country's leading auction houses and independent dealers. The deadline to apply for a ticket has passed.

The PBS show garners up to 8 million viewers per week. Air dates for the episodes featuring Colonial Williamsburg have not yet been determined.

In recent years, the show has shifted from taping the appraisals at convention centers to historical sites.

"Holding events at properties like Colonial Williamsburg's provides an enriching experience for our guests and a stunning setting for the show," said *Roadshow* executive producer Marsha Bemko in a news release. "Our cameras blanket the property, capturing appraisals with the action of the event as a backdrop and, when possible, taking our audience 'backstage' to places the public isn't allowed or may miss seeing."

EMPLOYEE YARD SALE

Colonial Williamsburg's Corporate & Foundation Relations Department will sponsor the Spring 2020 Employee Yard Sale on Saturday, April 4 from 8 a.m. to noon at the corner of First Street and Capitol Landing Road. Register by April 2 to participate. Click [here](#) for more information or call Sophie Hart at Ext. 7272

Hospitality Discounts for Employees

Hotel and dining discounts for employees have been extended through the end of 2020.

These include:

A 50% discount on meals in the Historic Area at **Chowning's Tavern**, **King's Arms Tavern**, **Shields Tavern** and **Christiana Campbell's Tavern**; at **Sweet Tea & Barley** and **Traditions** at the Williamsburg Lodge; at the **Terrace Room** and **Goodwin Room** at the Williamsburg Inn; at **Huzzah's Eatery** at the Woodlands Hotel & Suites; at the **Golden Horseshoe Gold Course Grill**; and at the **Museum Café**. This discount is good for the entire party. It excludes alcoholic beverages and is not applicable with other discounts, special events or holidays. An 18% gratuity will be added to the undiscounted price of your meal to support our colleagues in Hospitality. This offer is not valid at the Rockefeller Room.

A 50% discount on rooms at the **Williamsburg Inn**, **Colonial Houses**, **Griffin Hotel** and **Woodlands Hotel & Suites**. Employees will receive the discounted rate of \$99 per night at the **Williamsburg Lodge Autograph Collection**. For discounts at Colonial Williamsburg hotels other than the Lodge, employees can contact our call center at 1-800-HISTORY. For discounts at the Lodge, go to Marriott.com/phfak. Enter the special rate code MMP. The discount is based on availability. Blackout dates apply, and this discount is not applicable with any other offers, discounts, special events or holidays. You must show employee ID at check-in to confirm discounted rate. The offer is limited to two rooms and seven days.

Museum Memberships

Annual individual and family memberships are now available for the Art Museums of Colonial Williamsburg.

Membership provides:

- Unlimited admission to the DeWitt Wallace Decorative Arts Museum, the Abby Aldrich Rockefeller Folk Art Museum and the Rockefeller's Bassett Hall for a year from date of purchase
- 25% off Art Museums single-day tickets for friends and family
- 10% off purchases at the Museum Café and Museum Store
- Four exclusive members-only events per year
- Discounts on select Hennage Auditorium programs
- Quarterly member e-newsletters
- Complimentary parking in the Art Museums and Visitor Center parking lots, as well as the use of Colonial Williamsburg's shuttle service



An individual membership is \$50, or \$20 for minors ages 6–17, through May 31. Starting June 1, prices increase to \$60 and \$25 for minors ages 6–17. Family memberships are \$125 for two adults and two minors, and \$10 for each additional minor. Colonial Williamsburg ticket and passes still provide regular admission to the Art Museums.

Art Museums memberships can be purchased at Colonial Williamsburg ticketing locations or colonialwilliamsburg.org/joinart or by calling 855-296-6627.



Milestones

Eighty-six employees were recognized for their service to the Foundation during the 2019 Milestone Anniversary Dinner held in December. Board Chairman Thurston R. Moore presented awards to (from left) interpreter Menzie Overton and Annie Warren, a room attendant at the Williamsburg Inn – both with 25 years of service, and Nancy Ward, an administrative specialist in the Conservation department, who celebrated 50 years with the Foundation. See the full list of honorees at <http://intranet.cwf.org/2019TwentyYearClubbook.pdf>.

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