

# Colonial Williamsburg News

INFORMATION ABOUT COLONIAL WILLIAMSBURG PEOPLE AND PROGRAMS JUNE 9, 2016 Online at  $\mbox{\colored} PubRelations \mbox{\colored} Public \mbox{\colored} W_News_Online \mbox{\colored}$ 

VOI. 69 NO 9 This publication is recyclable.

# Two new vice presidents, general counsel join CW in spring, summer

Public Relations Manager

Two new vice presidents and general counsel will join The Colonial Williamsburg Foundation beginning this spring and

Veteran talent management executive Nichole Mc-Donald joined the Foundation as vice president of human resources June 1



"Colonial Williamsburg's unparalleled team of tal-

ented, dedicated employees has always been its greatest asset," said President and CEO Mitchell B. Reiss. "Nichole brings with her a remarkable record of leadership and innovation in talent acquisition, development and retention. I'm confident she will help further strengthen the Foundation both as a cultural institution and as an economic engine for our region.

McDonald has over 20 years' experience in senior human resources management. Most recently, she served as an executive consultant with The HR Source in Landover, Maryland, where she led change-management initiatives for medium and large organizations in areas including organizational structure, human resources audits and policy creation. Previously, she worked as senior vice president of human resources for Laureate Education in Baltimore.

McDonald earned her Master of Science degree in human resources management from Walden University in Minnesota and her Bachelor of Arts degree in human re-sources from the University of Maryland, College Park.

Veteran attorney Mark Hileman begins work June 20 as general counsel.

Hileman comes to Colonial Williamsburg from Boston Globe Media Partners LLC, where he has served as general counsel



since 2013, when the organization separated from The New York Times Company.

"Mark brings a wealth of legal experience to Colonial Williamsburg, including his most recent work for the esteemed Boston Globe, where he built the organization's legal support function from the ground up," Reiss said. "He will provide critical guidance and insight as we continue the Foundation's transformation and ensure its continued success.

Previously Hileman was a partner in the Washington, D.C., office of McGuire-Woods, LLP and senior vice president and deputy general counsel for AOL Inc.

Hileman earned his Bachelor of Arts in American government and his Juris Doctor degree from the University of Virginia.

James "Jim" Thomas, who led innovative fundraising campaigns for Western

See AODs, page 3

# Message from the President

## New website design keeps pace with consumers

Dear Colleagues:

May 25 marked the first of many important changes for our website, co lonialwilliamsburg.com, and ultimately the Foundation—changes that are part of the Foundation's overall digital transformation to keep pace with consumers. The biggest changes are visual:

- The homepage has a more contemporary design yet retains the spirit of Colonial Williamsburg.
- We have integrated with Instagram to present the visual beauty of Colonial Williamsburg and showcase community engagement.
- The Main Navigation and Footer Menus on all pages have been up-dated, which allows for easier access to more content across the site while providing guests with more useful at-a-glance information.

There is also significant change "under the hood" with Sitecore (the content management system we use). We have upgraded this system so we can execute best practices in website design and functionality.

This upgrade will enable more significant changes to customer engagement for revenue generation. These changes will bring about the following:

• A fully mobile-responsive site de-

- sign which will allow users to easily browse the site on any device.
- An enhanced and streamlined Hotel Booking flow providing guests with fewer steps and more information when deciding to stay at a Colonial Williamsburg hotel.
- A single, sign-on user experience shared between the website, future versions of the mobile app, and the new e-commerce site, which is not only convenient for our guests, but also allows Colonial Williamsburg to track and manage user behavior more efficiently.

Future phases of the .com site will include a complete migration of the con-tent of the *history.org*, a fully-featured Itinerary Builder, enhanced integration









ARCHITECTURAL CLUES

YOUR PORTRAIT DRAWN?

Colonial Williamsburg's new website, www.colonialwilliamsburg.com, enables digital visitors to have an easier, more streamlined ability to book hotels, buy tickets and engage with us using popular social media tools.

with future versions of the mobile app, and much more

ng and den

As many of you know, our new digital presence (website/mobile) has been a long process. We are fortunate to have been led by

- a fantastic team that is making this a reality:
   Brian Nesslage, Director of Digital
- Experience Ivy Garrenton, Digital Designer
- Chad Corman, Senior Project Manager
- Carol Marley, Manager of Quality As-
- Kimberley Macmillan, Test Analyst II
- Anthony Conyers, Manager of Devel-
- Drew Winfree, Software Development

Ultimately, our digital visitors will have an easier, more streamlined ability to book hotels, buy tickets and engage with us using popular social media tools

If you have any questions or comments about the new design, please contact any member of the website design team. And congratulations to the

Yours.

Mitchell B. Reiss President and CEO Colonial Williamsburg

# Honoring Service to America program expands with year-round military admissions savings

By Joe Straw
Public Relations Manager
Beginning June 1, Colonial Williamsburg's Honoring Service to America program expanded year-round to offer a complimentary Single-day admission ticket for active-duty military, reserve and National Guard personnel and up to three direct dependents, while each year retirees and veterans qualify for 50 percent off a Single-day ticket or Annual Passes for up to five direct dependents.

The promotion is part of a Foundation initiative to further honor military service and follows the official May 26 opening of Liberty Lounge, a new complimentary space where ticketed Colonial Williamsburg

military guests can relax and recharge in the Revolutionary City.

Elisabeth Reiss, wife of Colonial Williamsburg President and CEO Mitchell B. Reiss, spearheads the expansion of military outreach including the Honoring Service program.

"We are so pleased to offer compli-

mentary admission to our active-duty servicemen and servicewomen," Elisabeth Reiss said. "Expanding military outreach is both our duty and privilege, and this promotion plays an important role in that outreach. All of us here at the Foundation look forward to hosting our brave members of the military and their families.

The Honoring Service to America pro-

gram will continue to offer free Colonial Williamsburg admission to all military personnel and their dependents during the Memorial Day and Veterans Day weekends, supported since 2015 by a \$100,000 grant from the Home Depot Foundation.

Eligible guests may take advantage of these offers onsite at ticket locations including the Colonial Williamsburg Regional Visitor Center and the Lumber House and Merchants Square ticket offices. Additional information is available online at colonialwilliamsburg.com/military or by calling 855-296-6627.

Want to know more about the Military Outreach program? Please see page 2 for more



# CW's Liberty Lounge opens to military and their families

The Liberty Lounge officially opened

Thursday, May 26.

The Liberty Lounge is part of a broad military outreach initiative led by **Elisabeth** Reiss, wife of Colonial Williamsburg President and CEO Mitchell B. Reiss. "The Liberty Lounge is a place for our ticketed military guests and pass holders to enjoy during their visit," she said. "We are proud to offer active duty military, retirees and veterans a relaxing place to recharge and regroup

during their visit. It's all part of our new military outreach that we hope will better serve our military guests and their families." The guest speaker was retired Maj. Gen.

Joseph Gray, former chairman of the board of the USO in Williamsburg and Richmond. "I spent 40 years away from my family," he said. "When my children asked where I was, sometimes my wife could tell them and sometimes she could not."

Gray said Hampton Roads is home to

the largest concentration of military in the United States. Liberty Lounge will attract hundreds military servicemen and women and their families. "With everything going on today, it's more important than ever for parents to spend time with their children." Located in the Margaret Hunter Work-

shop just off Duke of Gloucester Street, the Liberty Lounge offers hot and cold beverages, wireless Internet access and a children's area. To receive a complimentary Liberty Lounge pass, guests should bring proof of military service to any Colonial Williams-burg ticketing location and present or pur-chase a current admission ticket including a Single-day, Multiday, Annual, Good Neighbor, Collegiate or service-related compli-

mentary pass.

Want to know more? For more information on Liberty Lounge, visit https://www.colonial-williamsburg.com/do/revolutionary-city/tour-the-city/liberty-lounge/.





1. Photos by Darnell Vania
The Liberty Lounge, part of Colonial Williamsburg expanded military outreach program, opened May 26. (1) Students from Providence Classical School sang a medicy of military songs from each
branch of the service. (2) Elisabeth Reiss, wife of Colonial Williamsburg President and CEO Mitchell B. Reiss, said a diverse group attended the ceremony including a lieutenant general, three major
generals, a newly commissioned second lieutenant from the Virginia Military Institute, a Purple Heart recipient, an American Legion commands ergeant major, chief master sergeant
and all the branches of the Armed Forces. (3) Elisabeth cut the ribbon with Maj. Gen. Joseph Gray, former chairman of the board of the USO in Williamsburg and Richmond. (4) Colonial Williamsburg President and CEO Mitchell B. Reiss (right) welcomed MST2 Jeremy S. Bailey of the Coast Guard, a Marine Science Technician "A" School Instructor. Jeremy wore a replica of the 1790 Coast Guard uniform from the year they were founded. (5) Volunteer Jackson Cartwright (right) helped Jeremy sign in at the Liberty Lounge







## Memorial Day Commemorative Service remembers war dead across the centuries





Because of inclement weather, the Memorial Day Commemorative Service on Monday, May 30 took place at the Capitol. (Photo left) Phil Shultz and Jack Flintom (left to right) conducted modern service honoring military veterans who died while serving their country. (Photo right) Representatives from the Daughters of the American Revolution placed a wreath at the Capitol to remember members of the military from the American Revolution and the War Between the States. Colonial Williamsburg's Fifes and Drums played during the ceremony but did not march.





Officials from the First Baptist Church in Williamsburg recognized Colonial Williamsburg President and CEO Mitchell B. Reiss and members of his senior staff for their leadership during the Let Freedom Ring Challenge. Doug Marty, Stephen Seals, Sue Wilson, Mitchell Reiss, the Rev. Reginald Davis and Robert "Bobby" Braxton (left to right) attended the presentation. One of the items given to the Foundation was a collection plate dating to 1865. Not pictured is Mike

# Reiss recognized for leadership during the Let Freedom Ring Challenge

Members of the First Baptist Church in Williamsburg, Va., recognized Colonial Williamsburg President and CEO Mitchell B. Reiss and members of the Foundation's senior staff for their work on the Let Freedom Ring Challenge on Thursday, May 17.

Robert "Bobby" Braxton, the Rev. Regi-nald Davis and Sue Wilson said Dr. Reiss and his staff worked with First Baptist Church to provide public relations and social media coverage, a website, reservation system, logis-

tics, volunteers, research and the gala.

Ms. Wilson presented Dr. Reiss with three gifts representing the past, present and future. The first item was a framed collection plate dating back to 1865. For the present, he received a book of memories containing signatures from the guestbook, selected comments and images from the Let Freedom Ring Challenge. The last gift was a leaf for the Tree of Life that is painted on the foyer wall of the church with his name,

Mike Holtzman, Colonial Williamsburg vice president of strategic communications, Doug Marty, Colonial Williamsburg executive director of enterprise planning and process management, and **Stephen** Seals, Colonial Williamsburg's interpretive development program manager, were also awarded leaves with their name, month and year imprinted on them for the First Baptist Church Tree of Life.

Founded secretly in the year of Amer-ica's independence, First Baptist Church persevered during enslavement, Revolution and Civil War and is one of the country's oldest African-American houses of Baptist worship. Entering this year of its 240th anniversary, the church's 130-year-old bell had hung silent in its belfry since the days nad nung silent in its beitry since the days of segregation. Following its restoration by Colonial Williamsburg conservators, the congregation challenged freedom-loving people to visit and ring the bell for hope, peace and justice during February's Black History Month, when more than 4,000 people answered the call.

. The Let Freedom Ring Challenge was made possible in part by a generous grant from sponsoring partner the Ford Founda-tion of New York.

# **CW HERO Live programs** receive Emmy nominations

Colonial Williamsburg's Electronic Field Trips/HERO Live! programs "Work-ing Children" and "The Freedom Quest of Oney Judge" have been nominated for Emmy Awards through the National Capi-tal/Chesapeake Bay Chapter of the National Academy of Television Arts and Science.

"The competition for these awards is very high, and it is indeed an honor to be nominated," said Linda Randulfe, director of production services in Colonial Williams-burg productions. "Please join me in congratulating our nominees, and all the staff involved in the production of our award-winning Electronic Field Trip series. While it is an honor to get these nominations, the true honor is working with such exceptional and

dedicated colleagues every day."
"Working Children" was nominated for Informational/Instructional – Program/ Special. Employees included in the nomina-tion are **Linda Randulfe**, producer/director/editor; Frances Burroughs, producer; Leslie Doiron Clark, co-producer; and David Shelton, effects editor.

"Working Children" premiered March

12, 2015, and helped illuminate the evolution of child labor in America from colo-nial times to today. In 1775, a young ap-prentice boy dreams of a better life while working in a Philadelphia print shop. A Mexican-American migrant girl in 1960s California struggles to harvest garlic all day

and keep up with her studies.

"The Freedom Quest of Oney Judge' received nominations in two categories: Audio and Informational/Instructional Program/Special. In the Audio catego-ry, Wayne A. Hill, music composition/ multi-instrumentalist, and Charles White, dialog/sound effects recording, are both recognized. Employees honored in the Informational/Instructional - Program/Special category are Linda Randulfe, producer; Jorin Hood, director; Gene Rhodes, director of photography; P. Dennis Mitchell, audio producer; and Annie Lewis, associate

producer.

The broadcast premiered on Nov. 19, 2015. Students learned about the dangers Oney Judge faced when she left her life as the enslaved servant of George and Martha Washington. Oney's quest was threatened by her former owners, the law and poverty.

A total of 278 entries were received. Colonial Williamsburg's programs are competing for the awards alongside "NASA 360 – Rovers Reloaded" from the National Insti-tute of Aerospace; "Ways to Pay for College" by Maryland Public TV; "Trash Talk Special Feature" by the National Oceanic and Atmospheric Administration; and "The Company Man" by Rocket Media Group for the Federal Bureau of Investigation.

Awards will be announced June 25. Formerly known as Electronic Field Trips/HERO Live!, the series of broadcasts ended in April after 21 years. However, Colonial Williamsburg's multimedia library of American history resources remains available and includes programs such as "Working Children" and "The Freedom Quest of Oney Judge." HERO also features educational video, student web activities, classroom lessons and other teacher resources.

This program was underwritten in part by the William and Gretchen Kimball Young Patriots Fund.

Want to know more? For more information on HERO, visit colonialwilliamsburg.org/hero.



"The Freedom Quest of Oney Judge" was nominated for an Emmy. This scene depicted the departure from Mt. Vernon for Philadelphia and included Mary Carter (Oney Judge) and Karla Antoinette (Betty Judge, Oney's mother). Linda Randulfe stood on the left, and Jorin Hood was on the right.

# From the Mailbox...

(Editor's Note: A guest staying at the Williamsburg Lodge left an item behind important to their little boy, and Lodge employees could not locate it. Paul Watson, housekeeping manager at the Williamsburg Lodge, offered to replace the item, but the little boy asked for a Hotch Potch figure instead.)

Dear, Mr. Watson

Thank you so much for buying the stuffed person (Hotch Potch figure). You are so nice. I can't thank you enough. That was one of my favorite hotels. Sorry for wanting something that was a lot of money.

Colonial Williamsburg was my favorite trip ever. I LOVE the colonial guy you

Zach Your hotels #1 fan







Continued from page 1

Michigan University and the University of Michigan, will join Colonial Wil-Íiamsburg as vice president of development July 1.

liamsburg was es-tablished only with the philanthropic

"Colonial Wilsupport of one man, John D. Rockefeller

Jr. Over 90 years, that base of support has grown to more than 100,000," Reiss said. "To sustain that legacy and our Foundation's critical mission will require continued lead-ership and innovation, which Jim has shown to great effect throughout his 25-year career.

"It's an honor to join President Reiss and the championship team of The Colonial Williamsburg Foundation and its donors, volunteers and friends, all of whom make this a very special place, a place worthy and

deserving of philanthropic investment," Thomas said. "It's great to be here." Thomas comes to Colonial Williams-burg from Western Michigan University, where he served as vice president for development and alumni relations and as executive director of the Western Michigan University Foundation. At Western Michigan he led implementation of a service-based, inte-grated approach to development and alumni engagement that resulted in a 160 percent increase in gifts over the prior five-year period.

Previously Thomas served in develop-ment leadership positions with the University of Michigan and the University of Michigan Health System, as executive di-rector of the Greater Lansing Catholic Education Foundation, and as director of development for Detroit's Sacred Heart Major Seminary. He earned his master's degree in theological studies from St. John's Provincial Seminary and his bachelor's degree from Michigan State University.

**IUNE 9, 2016 4** 



# Shields Tavern offers unique dining experience, historical encounter

EMPLOYEE NAME: Eric Pennystone POSITION: Guest services manager at Shields Tavern

YEARS OF SERVICE: "I now have a total of 22 years of service with The Colonial Williamsburg Foundation, all with hospitality. I did leave for one year to work at the Anheuser-Busch Brewery in Williamsburg, but returned in July of last year to assume the position of guest service manager at Shields Tavern.

"I began my Colonial Williamsburg career in 1994 as a wait staff member at Shields and did this for 11 years. I then transferred to the wait staff at King's Arms Tavern for one year, and then served as the banquet captain at the Williamsburg Lodge for eight years before taking my one-year absence."

WHAT I DO: "I am one of three guest

services managers at Shields Tavern. I am responsible for scheduling the front of the house at Shields. My schedules are posted two weeks in advance. This has been a rather unique year at our colonial tavern in that this year we are open from 11:30 a.m. p.m. each day. Prior to this year, Shields Tavern was open for business only five days each week and was closed for several hours between lunch and dinner. We are now open continuously throughout the day with the same menu, and we cater to all guests who have a variety of different tastes.

"In addition to my scheduling responsi-bilities, I also do the payroll for the above mentioned employees, as well as assist in the hiring of these employees as well.

"I also have direct responsibilities for all of our grab-and-go units, including the Raleigh Tavern Bakery, McKenzie Apothecary and Dubois Grocery. At the Raleigh Tavern Bakery, we sell pre-made sandwiches, as well as ginger and chocolate chip cookies. The addition of the ginger cookies has been a huge hit for our customers, and they are baked on site each day at the bakery.

The McKenzie Apothecary sells pre-baked cookies and a beverage, while the Dubois Grocery sells cookies, homemade ice cream and beverages. I am responsible for ordering at all of these sites. We obtain most of our food products from the Williamsburg

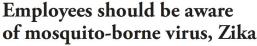
"I review our staffing levels and our advanced reservations each day, as we do suggest dinner reservations in advance. I also interact with our dining guests to ensure they have a pleasant dining experience at Shields Tavern. Since we have adopted our new dining schedule, meal sales have also

WHAT I LIKE ABOUT MY JOB: "I love the variety of responsibilities I have on a daily basis and in dealing with both our guests and employees. We have a great staff at Shields, and we all try to work together in providing a unique dining experience here. I had been on the wait staff here for 11 years, and I enjoy sharing my earlier experiences with my own staff now, especially some of our new employees.

"It has been somewhat of a transition this year with our new scheduling and hours of operation and some of our staff have now been required to work double shifts. Staff have handled this transition well although it has resulted in an adjustment of sorts for many of them."

WHAT I DO TO IMPROVE THE

GUEST EXPERIENCE: "Our staff and Lat Shields Tayern believe that we are 'on stage' every day in the performance of our duties. We want our guests to not only have a unique dining experience but a special historical encounter with the past as well. My past knowledge and experience in the food and beverage industry allows me to impart



Colonial Williamsburg employees may have seen information and the Zika virus – especially as it relates to pregnancy - in the news for several months. Zika is a disease caused by a virus, spread primarily through the bite of an infected mosquito.

Here's the information that the Center for Disease Control (CDC) knows now:

- No local mosquito-borne Zika cases have been reported in the United States, but there have been travel-associated cases.
- These imported cases could result in local spread of the virus in some areas of the United States.
- Mosquitoes can spread other viruses and tend to bite mostly during the day.

There is no vaccine to prevent the Zika virus. Avoiding mosquito bites is the best prevention. Wear long-sleeved shirts and

Steps to control mosquitos include:

- Eliminate standing water. Mosquitoes typically lay eggs in and near standing
- Empty, scrub, turn over, cover or throw out items that hold water once a week such as tires, buckets, planters, toys, pools, birdbaths, flowerpots and trash containers.
- Tightly cover water storage containers so mosquitos cannot get inside to lay eggs.
- Repair cracks or gaps in your septic
- Cover open vent or plumbing pipes using wire mesh with holes smaller than an adult mosquito.
- Use screens on windows and doors. Be sure to repair holes.
- Use insect repellents with one of the following active ingredients: DEET, picaridin, IR3535, oil of lemon euca-

lyptus, or para-menthane-diol.

- Always follow the product label in-Reapply every few hours depending on
- product and strength. DO NOT spray repellent on skin un-
- der clothing.
- If using a sunscreen, apply sunscreen first and insect repellent second.

Symptoms of the Zika virus are fever, rash, joint pain, muscle aches and conjunctivitis (red eyes) and appear three to 12 days following bite from an infected mosquito. Symptoms may last several days to a week.

If you believe you have the Zika virus, treat the symptoms:

Get plenty of rest.

- Drink fluids to prevent dehydration.
- Take medicine such as acetaminophen (Tylenol\*) to reduce fever and pain.
- Do not take aspirin and other non-steroidal anti-inflammatory drugs (NSAIDS) until dengue can be ruled out to reduce the risk of bleeding.
- If you are taking medicine for another medical condition, talk to your doctor or other healthcare provider before taking additional medication.
- Severe disease requiring hospitalization is uncommon.
- Many people do not realize they have been infected.
- Once a person has been infected, he or she is likely to be protected from future
- Zika virus infection during pregnancy can cause serious birth defects.
- A pregnant woman can pass the virus to her fetus during pregnancy.

For more information, visit the www. cdc.gov/zika/.



Colonial Williamsburg President and CEO Mitchell B. Reiss inducted Eric Pennystone into the 20-Year Club.

this experience to my staff as well.

'We do all sorts of special events at Shields and are made aware of any particular anniversaries that our guests may be celebrating when they dine with us. We will usually have a balladeer come by and sing at their table. I will drop by to inquire about how their meal is and try to answer any questions or address any special requests our guests

"Also, Seth Farrell, director of Historic Area hospitality operations, will usually hold a weekly meeting with all of the guest services managers from Shields, King's Arms, Chowning's and Christiana Campbell's tav-erns where we can address any issues that any of us may have, as well as share our thoughts and recommendations on how we might improve the dining experiences of our guests. The sharing of information from our group

has been very helpful to me and all of us."

MEMORABLE EXPERIENCES: "While serving as a banquet captain at the Williamsburg Lodge, I was able to meet actress Betty White and helped arrange a small function for her. She was very down to earth and appreciative of our efforts to help her. I was also able to meet former Notre Dame head football coach and TV analyst Lou Holtz.

"Also while at the Lodge, someone gave me an autographed Interstate Batteries hat signed by NASCAR owner and former Washington Redskins head football coach Joe Gibbs. This was during the Fleet Week. I have been lucky enough to make friendships from this group that comes every year.

BIGGEST ACCOMPLISHMENT: "My life revolves around my family, including my wife, three-year-old son and two-year-old daughter. I am also being allowed, in my current position, to manage the people I work with at Shields that hopefully will make them better employees that will then translate to an optimal dining experience for our guests. "Recently making the 20-Year Club as an employee of The Colonial Williamsburg Foundation and having an annual reception at the Lodge was also very special to me in my career here."

INTERESTS/HOBBIES: "I love to play golf and spending time at the beach with my family. In addition, I enjoy playing video games and have been doing so since I was five years old."

## Mayor's Cup Blood Drive slated for June 16

The Colonial Williamsburg Foundation, the City of Williamsburg and the American Red Cross will sponsor a blood drive from 10 a.m. to 4 p.m. Thursday, June 16 at the Williamsburg Community Building, 401 N. Boundary St.

To compete for the Mayor's Cup, participating cities in the Hampton Roads area must host at least one blood drive in June. The city that has the largest percentage of participation at their blood drive will win

Those who wish to donate blood must be at least 17 years old, weigh 110 pounds and be in overall good health. Appointments are encouraged. To make an appointment, call 220-7029 and select option "5." Walk-ins are welcome.

For more information, contact Jessica Tarr at jtarr@cwf.org.

Marketplace

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Deadline for Marketplace text is Monday at noon one week prior to publication. Ads must include employee's name and personal telephone number. Ads can run for up to two consecutive issues If you would like your ad to run again, please submit the ad in person or through e-mail to progers@cwsf.org.

Colonial Williamsburg News is published by the Office of Internal Communications for Colonial Williamsburg employees. Send correspondence to: Colonial Williamsburg News, GBO 132, fax to 220-7702 or e-mail is to progenificate forg.

Contributors: Anna Cordle, Dave Doody. Tom Green, Tracey Gulden, Jane Lloyd, Chuck Reusing, Jessica Ross, Joe Straw, Darnell Vennie, Rachel West, Lael White, Sheri Wood

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