

The 2010 ANNUAL REPORT

FOR THE OREGON HISTORICAL SOCIETY

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The Oregon Historical Society's mission is to preserve and interpret Oregon's past in thoughtful, illuminating, and provocative ways.



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Message from the President & Executive Director



Dear Members and Friends,

We will remember 2010 as the year Multnomah County voters passed Measure 26-118, providing levy funds for OHS for the next five years. We are grateful to the voters and especially the volunteers, staff members, donors, and friends who shared with others their commitment to preserving access to Oregon's history. These levy funds, combined with strong private support and earned revenues, will keep the Society strong in the years ahead.

Especially, we will remember the Ballet Folklorico dancers who entertained at the opening of *Arte en la Charrería*, a spectacular exhibit about the culture of Mexican horsemanship; the great leatherwork and Native American beadwork in *Tall in the Saddle*, our joint exhibit with Tamástlikt about 100 years of the Pendleton Round-Up; and one of the most colorful exhibits ever mounted at OHS, *Wall of Heritage, Walls of Pride*, featuring African-American urban murals.

The year also saw notable success in our educational services and programming. By year's end, we were fully booked for school groups through spring, a strong response to our docents' excellent work in spreading the message about bookings and grant funds that can cover admission and school bus costs. Continuing strong were our regular History Pubs at McMenemy's Kennedy School, a very popular monthly history program managed in conjunction with the Holy Names Heritage Center in Lake Oswego. And who will forget the wonderful presentations in our Hatfield Distinguished Historians Forum by Ron White, the Lincoln biographer; Douglas Brinkley, the Teddy Roosevelt expert; Patty Limerick, one of the foremost historians for the West; and James McPherson, author of the best single-volume history of the Civil War.

We sincerely and deeply thank you for supporting OHS through these challenging times. You vote "yes" for history each time you renew or upgrade your membership, bring a friend to the library or museum, make a donation, or simply read the *Quarterly* and attend a lecture. Your participation makes all the difference.

Sincerely,

George L. Vogt
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Oregon Historical Society volunteers act as docents, assist with the Oregon Historical Quarterly, and serve in the Research Library, at the Oregon Vault in Gresham, in the Museum Store, at the Admissions Desk, in the Development Office, in the Finance Office, and during special events.

Nearly 300 volunteers donated over 10,000 hours last year.

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Mr. and Mrs. Bryant and Katherine Jackmond
Charles and Anne Jochim
David and Shirley Johnson
Mr. and Mrs. Ron Johnson
Mr. and Mrs. Albert and Susan Johnson
Mrs. Elizabeth Joseph
Dr. Donald G. Kassebaum
Mr. & Mrs. Peter H. Koehler
Mr. and Mrs. William and Barbara Krieg
Mr. and Mrs. Paul H. Labby
Mrs. and Mr. Colleen Lackey
Robert and Dorothy Larsen
Christopher and Kirsten Leonard
Ms. Chelsea Lewandowski and Mr. Greg Parrington
Ron and Ann Lyman
Mrs. Kyra M. MacIlveen
Mr. and Mrs. Keith L. Martin
Dr. and Ms. Larry McClure
Ms. and Mr. Sonya L. and Roger T. McDowell
J. Cameron McKernan & Anita Z. Kemm
Ruben and Elizabeth Menashe
Mr. and Mrs. Robert Metzler
Ms. Kathryn K. Miller
Mr. & Mrs. Randolph L. Miller
Mr. Max Moody
Mrs. Alice Morgan
Mr. and Mrs. David S. Morgan
Mr. Russell Morrow
Mt. Hood Solutions
Multnomah Bar Association
Stuart & Carol Munro
Mr. & Mrs. Thomas E. Nielsen
Mr. and Mrs. Robert Hale and Elizabeth Noyes Jr.
Chet and Wendy Orloff
Mr. and Mrs. D. Dean and June Estelle Orton
Mr. and Mrs. Peter and Terry Osborne
Dr. Joann Otto
Mr. and Mrs. A. Don Parr
Mr. Larry D. Payne
Dr. and Mr. Jacqueline Peterson-Loomis

Mr. and Mrs. Jim and Pam Phillips
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Ms. Ruth E. Scott
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Mr. Bruce Shaughnessy
Mr. Richard Smith
David and Caroline Specht
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Mr. and Mrs. Hoyt F. Wilson
Thomas and Marguerite Wright
Homer and Miyuki Yasui
Mr. Stuart Zimmerman and Mr. Kim Barigar
Ms. Sandra Zupan



Library Manager Geoff Wexler gives guests a guided tour at the dedication of the Davies Family Research Library.

2010 Highlights

FROM PRESCHOOLERS TO OCTOGENARIANS, EDUCATION PROGRAMS REACH ALL AGES.

In 2010, staff and volunteer docents guided over 7,200 students and 625 adults as part of the tour program. In addition to the six regular tours offered, which are based on curriculum requirements, staff and docents created customized tours requested by teachers and guests on topics such as logging, the history of Portland, and immigration. Other educational outreach programs included partnering with Jackson Middle School to showcase their heritage project displays and working with our youngest museum visitors from the Helen Gordon Child Development Center to develop custom mini-exhibits based on their perspectives and experiences. OHS also received a grant from Fred Meyer Stores to purchase contents for a new Oregon Trail Traveling Trunk. Trunks are available for schools to rent and offer students who are unable to make the trip to downtown Portland the opportunity to touch and see historical objects up close.



Volunteer docent Sharon Thorne shows an authentic beaver pelt to one of the many children to visit OHS in 2010.



PACIFIC WONDERLAND LICENSE PLATES RETURN TO THE STREETS OF OREGON

In celebration of Oregon's 150th birthday in 2009, the Oregon Legislative Assembly partnered with the Department of Transportation to recreate Oregon's historic Pacific Wonderland license plate. Originally issued during Oregon's centennial, these limited edition plates are a replica of the original, with a sesquicentennial insignia added to distinguish the new release. The plate was named by Alsea

High School student Barbara Markham, and has not been available for sale since 1964. Forty thousand plates were rereleased on March 1, and sales of the retro plates benefit OHS and the Oregon State Capitol Foundation. The original Pacific Wonderland plate was the only stamped "slogan" plate ever made in Oregon. The revamped plates are still available and can be purchased at any Oregon DMV.

OREGON HISTORICAL QUARTERLY UPDATES

The *Oregon Historical Quarterly* saw a significant increase in articles on African-American history in 2010, including analysis of media coverage of the Black Panther Party in Portland, the relationship between the African-American community in Portland Public Schools, and the Albina Mural Project, which was featured in an OHS exhibit. The journal's Editorial Advisory Board met twice during 2010, critiquing the journal and advising the editor to maintain quality, increase variety, and actively seek submissions that address the history of peoples who have not yet received sustained attention from Oregon historians. To increase readership and accessibility, OHS partnered with JSTOR to offer electronic subscriptions to members, individuals, and institutions.

2010 Highlights



Ballet Folklórico performed during the Days of Culture free week in October.

PROGRAMS AND LECTURES GROW IN NUMBER AND POPULARITY

From the new Sunday Lecture Series and lively monthly Family Days to a whole week of free admission celebrating culture in Oregon, OHS offered even more to members and visitors in 2010. The Sunday Lecture Series has become a popular member benefit, featuring lectures, films, and presentations on subjects spanning from the wild-west to mapmaking. Family Days offered kid-friendly crafts and activities on the third Saturday of each month. With strong support from community partners, OHS continued to co-host monthly History Pubs at McMenemy Kennedy School, featuring talks on a variety of Oregon history topics and attended by standing-room-only crowds. In partnership with the Oregon Cultural Trust's Days of Culture, OHS opened its doors for free during the first week of October, with special tours and performances, giving many Oregonians the opportunity to see OHS's permanent exhibit, Oregon My Oregon, for the very first time.

MULTNOMAH COUNTY SUPPORTS A FIVE-YEAR LEVY FOR HISTORY

The Oregon Historical Society is grateful to Multnomah County residents for voting in favor of the OHS Levy, which passed in November of 2010. This five-year levy will replace lost state funding, which OHS depends on to keep the doors open. In return, all visiting school groups received free admission starting on January 1, 2011, and Multnomah County residents will be admitted to OHS for free starting in July 2011. Planning is already underway to restore library hours, increase programming, and add critical positions to the OHS staff.

RESEARCH LIBRARY PROJECTS AND ACQUISITIONS

The Research Library received a major grant from the National Historic Publications and Records Commission, part of the U.S. National Archives, of \$84,000. These monies will partially fund a two-year project to convert the library's manuscript card catalog to electronic form. This project began in July 2010, and as of December, 1,500 records had been converted. The Library also received a generous grant of \$22,000 from the Kroger Companies to process and preserve the Fred Meyer Collection, which includes photographs, scrapbooks, and newsletters of the Fred Meyer company.

The Research Library acquired over 200 accessions, including books, photographs, manuscript collections, and motion pictures. One notable accession included additions to the Vancouver Avenue First Baptist Church collection, a gift from Raymond Burrell. Multiple collections were processed and made available to researchers this year, including the Edith Green papers (376 cubic feet), for which a new finding aid was completed and is available online. The Research Library also held a book sale in August 2010 that raised \$4,200.

In 2010, the Research Library served 2,400 researchers, answered 3,500 remote reference inquiries, and was host to over 275 student visitors.



Major Exhibits

IN 2010

TALL IN THE SADDLE: 100 YEARS OF THE PENDLETON ROUND-UP

2010 began with an original collaborative exhibit on the 100th anniversary of an iconic Oregon event, the Pendleton Round-Up. Artifacts from across the state comprised the largest collection of Round-Up gear ever displayed for the public. Tall in the Saddle let visitors experience the thrills and spills of an event that put Oregon on the map nationally and around the world. From vintage posters and historic photos to saddles and prizes, the exhibit told the story of how one of the top 10 rodeos in the world came to take place in a small town in then-remote eastern Oregon. Special programming during the exhibit run included films on historic Pendleton Round-Up cowboys and cowgirls and a beautiful Round-Up themed Flower Show produced by the Portland Garden Club.



A scene from Pendleton's own Hotel de Cowpunch was displayed in the exhibit.

ARTE EN LA CHARRERÍA: THE ARTISANSHIP OF THE MEXICAN EQUESTRIAN CULTURE

The Mexican charrería, or rodeo, is as much about the sportsmanship as it is about the artistry and culture represented by its saddles and garments. During the summer, OHS hosted a spectacular traveling exhibit that brought a piece of the charro experience to Portland. OHS collaborated with the Mexican Consulate to present a wide range of programming throughout the run of Arte en la Charrería, including guided tours, traditional dance performances, special lectures, and presentations by the exhibit curators. With the help of the Mexican Consulate, OHS was also able to host a small exhibit of stills by famed Mexican cinematographer Gabriel Figueroa.

MARKING TIME: VOYAGE TO VIETNAM

In 1997, the *General Nelson M. Walker* was a forgotten troopship in Virginia's "Ghost Fleet." Despite its rusted exterior, the ship's lower levels contained thousands of well-preserved historical artifacts, and these artifacts along with graffiti-inscribed berthing canvases, personal items, and audio recordings told the story of soldiers and Marines making their journey to war. On Veteran's Day, OHS opened a traveling exhibit featuring some of these artifacts and personal messages from the *Walker*. Veterans were admitted free on the exhibit's opening day, and many who actually sailed to war on the *Walker* attended the opening ceremonies.



Visitors read messages left by soldiers on their way to Vietnam.

WALLS OF HERITAGE, WALLS OF PRIDE: AFRICAN AMERICAN MURALS

African Americans have a long-standing mural tradition that is little known to the general public. They were denied access to mainstream museums and galleries, so venues within the Black community became showcases for images of their struggles and achievements. 2010 wrapped up with an exhibit of African-American mural art from across the country featuring a section on Portland's Albina Mural Project.

Consolidated Statement of Financial Position

Year Ended December 31, 2010
With Comparative Totals for 2009

OREGON HISTORICAL SOCIETY & SUBSIDIARY

	2010	2009
ASSETS		
Cash and cash equivalents	\$ 1,045,253	\$ 1,353,342
Short-term investments	1,901,722	2,327,325
Contributions and grants receivable	152,605	193,330
Accounts receivable	16,434	44,341
Prepaid expenses	113,497	153,226
Inventories	56,426	101,660
Other assets	110,111	113,353
Beneficial interest in assets held by the Oregon Community Foundation	7,236,023	6,593,645
Beneficial interest in charitable trusts	539,557	590,791
Land, buildings and equipment	9,903,058	10,328,570
Total assets	\$ 21,074,686	\$ 21,799,583
LIABILITIES		
Accounts payable and accrued expenses	211,159	200,339
Deferred revenue	10,951	28,151
Liability to trust beneficiaries	33,699	36,597
Long-term debt	2,713,891	2,686,371
Deferred compensation	40,521	68,164
Total liabilities	3,010,221	3,019,622
NET ASSETS		
Unrestricted:		
Board-designated reserves	2,060,382	2,577,249
Cumulative endowment losses	(389,052)	(787,826)
Net investment in capital assets	6,611,038	7,101,282
Net investment in operating subsidiary	763,093	645,860
Total unrestricted	9,045,461	9,536,565
Temporarily restricted	975,201	1,158,017
Permanently restricted for endowment	8,043,803	8,085,379
Total net assets	18,064,465	18,779,961
Total liabilities and net assets	\$ 21,074,686	\$ 21,799,583

Consolidated Statement of Activities

Year Ended December 31, 2010
With Comparative Totals for 2009

OREGON HISTORICAL SOCIETY & SUBSIDIARY

	2010			Total	2009
	Unrestricted	Temporarily restricted	Permanently restricted		
PUBLIC SUPPORT					
Contributions and grants	\$774,334	551,864	-	\$1,326,198	2,032,728
Memberships	277,256	-	-	277,256	259,566
State appropriation	512,190	-	-	512,190	665,918
Other local government funding	-	63,016	-	63,016	215,950
Total public support	1,563,780	614,880	-	2,178,660	3,174,162
REVENUES AND GAINS					
Admissions	155,970	-	-	155,970	146,788
Product sales	232,678	-	-	232,678	306,735
Program income	48,200	-	-	48,200	104,963
Rental income	639,713	-	-	639,713	589,610
Investment income	5,739	15,408	-	21,147	18,487
Other	130,145	27,608	-	157,753	64,502
Total operating revenues and gains	1,212,445	43,016	-	1,255,461	1,231,085
Appropriation of endowment assets for expenditure	261,787	100,919	-	362,706	9,183
Net assets released from restrictions for operating	958,502	(958,502)	-	-	-
Total operating revenues, gains and other support	3,996,514	(199,687)	-	3,796,827	4,414,430
EXPENSES					
Program services	2,881,226	-	-	2,881,226	3,183,743
Supporting services	1,446,203	-	-	1,446,203	1,364,167
Jefferson-Madison Corporation	564,913	-	-	564,913	613,551
Total expenses	4,892,342	-	-	4,892,342	5,161,461
Net operating results	(895,828)	(199,687)	-	(1,095,515)	(747,031)
NON-OPERATING ACTIVITIES					
Endowment gifts	-	-	-	-	14,678
Contributions restricted for capital acquisition	-	-	-	-	200,000
In-kind contributions of capital assets	-	-	-	-	23,543
Net change in the beneficial interest in assets held by OCF	660,561	121,804	-	782,365	1,222,068
Net change in the fair value of split-interest agreements	-	1,936	(41,576)	(39,640)	96,715
Appropriation of endowment assets for expenditure	(261,787)	(100,919)	-	(362,706)	(9,183)
Net assets released from restrictions for capital acquisition	5,950	(5,950)	-	-	-
Total non-operating activities	404,724	16,871	(41,576)	380,019	1,547,821
Increase (decrease) in net assets	(491,104)	(182,816)	(41,576)	(715,496)	800,790
Net assets at beginning of year	9,536,565	1,158,017	8,085,379	18,779,961	17,979,171
Net assets at end of year	\$ 9,045,461	975,201	8,043,803	\$ 18,064,465	18,779,961

ABOUT THE OREGON HISTORICAL SOCIETY

Since 1898, the Oregon Historical Society has served as the state's premier historical arm, gathering and preserving documents, manuscripts, publications, films, recordings, and artifacts. The Society preserves the significant cultural traditions of the diverse peoples of Oregon and has received high honors for its exhibits and public and educational programs. The Society's award-winning exhibits include Oregon My Oregon, a permanent exhibit that won a MUSE Award from the American Association of Museums. The Society's artifacts collection includes ancient objects from the region's earliest settlements as well as items donated by contemporary Oregonians. Its vast and priceless collections include some 85,000 artifacts, 2.5 million photographs, 25,000 maps, 12,000 linear feet of manuscript materials, a library collection of 35,000 books, a film archive of 15,000 titles, and more than 2,000 oral histories.

HOURS

10 a.m. - 5 p.m.
Tuesday - Saturday
Noon - 5 p.m.
Sunday

LOCATION

1200 SW Park Avenue
Portland, OR 97205
503-222-1741
WWW.OHS.ORG

*Purchase historic photographs
from the Oregon Historical Society
online at shop.ohs.org.*

THANK YOU FOR SUPPORTING THE
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