

The Portfolio

Volume 10, No. 4 Winter 1993 The Norman Rockwell Museum at Stockbridge



The Annual Report

President's Message

Lila Wilde Berle, Board of Trustees President



Massachusetts Governor William Weld and Board President Lila Berle converse during his recent visit to the museum.

The period from 1992-1993 was important not only for The Norman Rockwell Museum but also for the town of Stockbridge and the local region. The difficult move from our beloved Old Corner House was successfully accomplished, and the wonderful attendance since we opened the new museum confirms the vision that the facility belongs in this spectacular setting.

Norman Rockwell and Stockbridge are linked inseparably in the minds of people throughout the nation and around the world. As a long-time resident, I can attest firsthand to the fierce pride

and interest taken in Rockwell by his friends and neighbors. I am particularly heartened to note that the number of visitors to the new museum from throughout Berkshire County has never been stronger.

Our first day of operation, April 3, 1993, was dedicated to the Town of Stockbridge. Retiring town selectman Mary Flynn set the tone of a local celebration as she invoked the memory of Norman Rockwell, which is so important to town residents—especially those who had known the illustrator personally.

In addition to the museum's role as the repository for the Rockwell collections, the new facility is becoming an increasingly important cultural destination point. Since the museum is open year round, increased attendance will help enhance the economic base of this region.

The following Annual Report chronicles the contributions made by the many supporters, volunteers, contributors and board members who

have helped to make the new museum a reality. As I reflect on the role of Rockwell and his town, special note should be made of the museum's professional staff, all of whom live in and around Stockbridge. The success we have achieved is in a large part the result of the staff's steady direction, determination, and unremitting efforts in the course of the planning, installation and opening of the new museum.

The Norman Rockwell Museum Board of Trustees

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Bea Snyder, staff photographs
Paul Rocheleau, cover photograph

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Director's Report

Laurie Norton Moffatt,

Director of the Museum

The Norman Rockwell Museum is poised at exciting crossroads. With the completion of our beautiful, spacious new facility, the museum has successfully accomplished its chief goal of the last ten years. Yet the museum is more than its lovely new home. It is filled with the magnificent collection left to us by Norman Rockwell, and is bursting with people during this inaugural year. Since opening April 3rd, almost 300,000 visitors have enjoyed their visit here—more people than in any previous year of our history. We have a staff who have enriched the museum and its public with an array of programs.

So, you might ask, will we be content to sit back and rest on our laurels? This would be tempting. The collection offers a visual delight; our 36-acre landscape is a rendezvous with nature; the studio offers

an intimate look at the artist's work space. However, just as Norman Rockwell always looked forward to his next picture, so do we eagerly anticipate the future.

We are excited by the possibilities ahead! We have an ambitious schedule of changing exhibitions. We are bringing the world of contemporary illustration into our programming. The studio art school will add a hands-on dimension to the museum's offerings. Plans are underway to introduce our inter-generational school programming nationwide. The Norman Rockwell Reference Center will open in the museum next year on the artist's 100th birthday. An interesting and challenging year lies ahead with two major exhibits planned for the centennial.

In addition to our "public persona," the museum faces an important project. In 1993-94

the Board of Trustees and staff will embark on a long-range plan that will lead the museum into the next century. This work will help complete the museum's evolution into a national cultural resource, reaffirm our mission, identify key-program initiatives, and prioritize new directions.

As the museum celebrates its twenty-fifth anniversary in conjunction with the artist's centennial, there is much to reflect on and be thankful for. Our friend and neighbor, Norman Rockwell, left us an extraordinary legacy to preserve. We believe that his view of America and Americans is as important today as it was when he captured it on canvas. His faith, hope and belief in human decency and community commitment are worthy values to remember as we approach the millennium. We live in a beautiful village that exemplifies the best of small-town America. We have a spectacular new home that will appropriately safeguard the collections.

Our visitors, members and donors are the most generous and loyal people a museum could wish for. The inspired and dedicated Board of Trustees, led by president Lila W. Berle, have realized an extraordinary dream. My job as director has been made fun and easier by a creative, hard-working and loyal staff who have believed in a mission and achieved the goal of a lifetime.



Director Laurie Norton Moffatt and daughter Leigh visit Norman Rockwell's studio prior to the live broadcast of the This Week with David Brinkley program.

Curatorial Department

Maureen Hart Hennessey, *Curator*

The past year was one of tremendous change and challenge for the Curatorial Department as the staff and the collections moved to the same new site. In September, 1992, archival and library collections and curatorial offices were moved; in late October, the original artworks in storage at The Old Corner House were transported; finally, in January, the artworks on exhibit were taken. Our staff oversaw and initiated the installation of completely new and radically different interpretive exhibits. We prepared and opened Norman Rockwell's studio to the general public, and accepted donations of important Rockwell works. Also, we assumed the responsibility for publication of two books on Rockwell that were produced by the museum staff. *Norman Rockwell's Four Freedoms: Images that inspire a nation* written by Stuart Murray and James McCabe, the museum's guest curator for *Mirror on America*, was issued by Berkshire House Publishers. The museum staff is credited as the author of *Norman Rockwell, A Centennial Celebration*, published by Michael Friedman Publishing Group, Inc. The



Beanie—oil on canvas, 1954, by Norman Rockwell.

Reproduced courtesy of Kellogg Company

following are further highlights of this incredible year.

Seven original works of art were donated in fiscal 1992-93. Of these, six were given by the Kellogg Company of Battle Creek, Michigan. They were completed by Norman Rockwell in the mid-1950s for Kellogg's Corn Flakes. This gift represents the largest donation of artwork to the museum since 1983. Raymond and Ardis Edgerton Clark donated a pencil drawing of *Santa Looking at Two Sleeping Children* done in 1948 for Hallmark Cards. In addition, 230 items were donated to the archives and reference center by 16 donors (see list).

Five original works and four posters were treated at the Williamstown Regional Art Conservation Laboratory.

The museum was awarded a Conservation Assessment Program grant by the Institute of Museum Services which took place in October 1993.

Loans were made to three New England museums: seven works of art went to the Southern Vermont Art Center, Manchester, VT; one to the Fuller Museum of Art, Brockton, MA; and six were sent to the Commonwealth Museum, Boston, MA.

A Rockwell image from the museum's photo services collection was featured during a television special the night before President Clinton's inauguration. *Portrait of Norman Rockwell Painting the Soda Jerk* appeared before each vignette as the President's family and friends told of his life in Arkansas.

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Current Exhibitions

My Adventures as an Illustrator

Explore Norman Rockwell's life and career through some of his most familiar paintings. This permanent exhibition encompasses two galleries and uses Rockwell's own words to narrate his success as a beloved American artist.

My Best Studio Yet!

An intimate display of objects and photos drawn from the studio collection provides a "glimpse" into Rockwell's workplace. This exhibit looks at the business, personal and social aspects of his daily life.

Mirror on America

Examine the impact of Norman Rockwell's work as a reflection of the American way of life. Selected paintings from three decades show Rockwell as a chronicler of social and political ideals.

From Idea to Illustration

Follow Rockwell's creative process as an idea grows and changes to become a published illustration. With its props, costumes, tools and photos rarely seen before, this exhibition explains Rockwell's role as storyteller, director, producer and craftsman.



Visitors in the Mirror on America exhibit. James McCabe now at the Henry Ford Museum and Greenfield Village, served as Guest Curator.

Photo by Paul Rocheltau



Museum preparator, Gary Eveland, installs Freedom From Want with the help of Jim Farr. One of the many images on display in the inaugural exhibits.

Photo by Alan Solomon, copyright ©1993. All rights reserved.

The museum's inaugural exhibits opened on April 3, 1993. *My Adventures as an Illustrator*, *Mirror on America*, *From Idea to Illustration*, and *My Best Studio Yet* have been very well received. Pam Martell and Chris Dion of Martell Design served as our designers. Their work incorporated Rockwell doodles and creative imagery, photo murals and the use of background color. Their creativity brought a sense of fun and playfulness to our architecturally-formal building. Tracey Barker of Martell designed the exhibition graphics. The signs and the graphics for the museum were created by

Karen Lewis Design. Mystic Scenic Studios, led by project leader Natalie Jensen, worked closely with staff to insure a quality installation in the store, lobby and the galleries. Carol Garfinkel, a consultant specializing in interpretation and label writing, edited our exhibition labels and brought a coherent voice to them.

Our outside consultants, curatorial staff and volunteers worked well together to present Rockwell's life and art in new and exciting ways. They met every challenge and admirably rose to every occasion. They all deserve warm praise and congratulations on a job well done.

Development, Membership and Public Relations

Philip S. Deely, *Director of Development*

Bea Snyder, *Manager of Membership & Public Affairs*



Senator Fitzpatrick and Board President Lila Berle at the reception for the Red Lion Inn Golf Tournament. Proceeds from the event were donated to the museum.

Development

The successful conclusion of the \$5.0 million *Campaign for Norman Rockwell* helped ensure the completion of the building project. As of September 1, 1993, more than \$5.4 million had been raised in direct cash donations and in-kind contributions. Special impetus was given to the fund-raising effort by the \$300,000 *Kresge Foundation Challenge Grant*, requiring contributions totaling over \$900,000 prior to May 1, 1993.

This past year has been one of celebrations and special events. *Grand Opening Day* on June 12, 1993 was beautiful, clear and sunny. A Norman Rockwell style country fair provided the backdrop as members, donors and friends celebrated a ten-year dream

come true. National and even international media attention ensured that attendance at the new museum and interest in Norman Rockwell would remain at record levels.

Fund raising and special events require tremendous energy and a commitment from volunteers. Over the past year, key leadership was provided by trustees David Klausmeyer and Bobbie Crosby, co-chairs of the Development Committee.

With the new building completed, the Development Committee already has begun to look to the future. An immediate priority is to begin to replenish the invested funds that were used to construct the new building. For the long term, a permanent endowment will ensure the financial stability of the museum. Greatly expanded educational programs, an ambitious exhibit schedule and the museum's desire to purchase additional work by Rockwell will require ongoing fund raising.

As we look forward to the 1994 Norman Rockwell Centennial and beyond, everyone associated with the museum sends a grateful *thank-you* to all our donors and friends. Due to your generous support, the dreams of the past have come true, and now the museum can begin dreaming for the future.

Membership

The membership program for a 15-month period, from July 1, 1992 through September 1993, showed a remarkable increase both in the number of members and the revenue generated from these memberships. We began the fiscal year '92 with 1,512 members and with revenues totaling \$124,697. As of the middle of September of this year, the number increased to 2,267, a 50% increase, with revenues totaling \$157,030, a 26% increase. The increase can be attributed to the excitement generated by the opening of the new museum and a strong membership renewal rate.

We gratefully acknowledge the support of Mark Selkowitz, chairman of the Membership Committee of the Board of Trustees, for his help during this exciting year.

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Volunteers from Riverbrook, a residential facility for developmentally disabled women.

Public Relations

During this year, the public image of the museum went from a small house to a national cultural destination. Relationships were fostered with the local, regional, national and international press that resulted in extensive coverage in both print and electronic media. A \$50,000 grant from the Commonwealth of Massachusetts enabled us to expand promotional efforts throughout the region. Increased visibility has attracted interest in facility rentals, and the museum has developed a new policy to meet this need.

With the assistance of The

Kreisberg Group, we hosted two very successful press conferences, one in architect Robert Stern's New York City office in early February, and the other at the new museum prior to opening. The latter was a two-day trip—dinner and overnight stay at The Red Lion Inn, courtesy of Senator and Mrs. John H. Fitzpatrick.

Record-breaking crowds since the opening of the new museum testify to the power of positive publicity. Special recognition should be given to trustee Jack Batty, chair of the Public Affairs Committee and our public relations consultants, The Kreisberg Group.

Media coverage highlights:

ABC Nightly News
Architecture
Life
MacNeil-Lebrer News Hour
NBC Today
Newsweek
Parade
Sky Magazine
The Berkshire Eagle
The Boston Globe
The Christian Science Monitor
The London Observer
The London Times
The New York Times
The Village Voice
The Washington Post
Town and Country
Traditional Home
USA Today



Celebrating a Century of Norman Rockwell

Centennial exhibitions (1994-1995) offer new opportunities to rediscover Norman Rockwell's enduring artistic legacy. Educational programs and events will provide members with different ways to look at Norman Rockwell's images and the complexity of illustration.

Please be sure to mark these exhibition dates on your calendars. We hope you'll visit The Norman Rockwell Museum at Stockbridge often in the exciting coming year.

Howard Pyle & Norman Rockwell—Lasting Legacies

July 2 - Oct. 23, 1994

Organized in collaboration with The Delaware Art Museum, this exhibit of 95 works will feature two of America's most influential illustrators. Each artist portrayed the ideals and values of American life in his own stylistically distinct way. This exhibition can also be enjoyed at The Delaware Art Museum, Nov. 18, 1994 - Feb. 5, 1995.

A Centennial Celebration

Nov. 5, 1994 - Nov. 5, 1995

This retrospective exhibit celebrates the centennial of the illustrator's birth. It presents rarely seen works from private collections that never have been exhibited together. The sixty images will offer a comprehensive survey of Rockwell's life and career.

Education and Programs

Maud Ayson, Assistant Director for Education and Program



A young athlete studies the Four Sporting Boys. Alone or in groups, visitors experience the artwork in their own way.

Photo by Paul Rocheleau

From There to Here

The past fifteen months was a time of well-organized chaos, amazing change and enormous growth. It was a period of comings and goings as staff moved into new spaces and different duties while others remained at The Old Corner House to welcome 108,801 people who visited from July of 1992 to March of 1993.

During the last three seasons at OCH, our educational programs for students, families and adults reached 3,000 in gallery talks, family days and special events. In the first months of 1993, with fabrication and installation underway at a frenzied pace, programs for school children and museum visitors were planned for our new galleries and public spaces. As March

ended, staff members said good-bye to their cherished old museum, and immediately began to conquer the many new operational challenges with patience, understanding and enthusiasm.

Throughout our first spring and summer, staff presented to an eager public the stimulating inaugural exhibits, tours of the museum and grounds. These activities renewed our mission and lent a new vitality to our tradition of service.

After opening, attendance records rose dramatically with monthly increases ranging from 5,000-31,000 over 1992.

Pilot school programs emphasized the creative process, and were enjoyed by over 2,600 students and teachers. New public programs included sketching classes, landscape ambles and studio tours, and were attended by 6,260 people.

Even a sincere "thank you" is such a small expression for the extraordinary efforts and dedication of the 30 education staff and the 20 volunteers who made the journey of 3.5 miles such a magnificent success. Everyone recalls a moment of "starting over" in our new museum. Mine came one morning as staff entered the museum to find themselves surrounded by the mural of Rockwell's wonderful *Stockbridge Mainstreet at Christmas*. Their smiles and laughter said it all, and I knew we had arrived from there to here!

Education Highlights:

As we made the remarkable journey from old to new, there were so many benchmarks that it is difficult to choose from the myriad of accomplishments. Here are a few...

We welcomed 108,801 at The Old Corner House in nine months, and 189,872 after six months of opening at our new site. Total for the past 15 months is 298,673.

We presented public programs to 10,000 participants. School programs served 5,831 students, kindergarten through 12th grade.

We expanded the *Family Traditions* community-school program to 400 students, seniors and their families, which resulted in the museum's first student-senior art exhibit in our new studio classrooms.

We published a promotion brochure for group tourism, and increased the bus tours by 118% since opening.

We began a volunteer museum-visitor service program that now includes 20 people.

We prepared a cultural access plan that will expand public programs to reach new and diverse audiences.

Programs & Events

January

2 Sunday 3pm

Gallery Talk

I Paint Another Post Cover
Free with museum admission.

8 Saturday 11am

Sketch This!

Local artist Nancy Bautzman will lead participants in a one-hour art workshop. Adults \$15, Children & Members \$7.50, includes admission to the museum and materials. Group size is limited, so please call to reserve your space.

16 Sunday 3pm

Gallery Talk

Rural Scenes in America
Free with museum admission.

30 Sunday 1-4pm

Family Day: Faces

Families tour the galleries with a special activity guide that encourages a closer look at the faces in Rockwell's paintings. After viewing the galleries, families participate in art activities in studio classrooms. "Faces" is part of our family series, "Faces, Places & Things." Adults with children are admitted at half price, Members free.



February

3 Thursday

Norman Rockwell's 100th Birthday!
Special birthday festivities and a reception.

6 Sunday 3pm

Gallery Talk

Personal and Philatelic Rockwell Recollections
Free with museum admission.

12 Saturday

Artists Inspiring Artists

This five-part series of studio art classes and lectures by prominent artists examines the enduring influence of Rockwell's artistic legacy. Join internationally renowned artist, Tom Patti in the first of this exciting combination series. Rockwell offered his friendship and advice during Patti's early student career. Art classes at 9am and 1pm; lecture and discussion at 3:30pm. Pre-registration required. Fee.

20 Sunday 3pm

Gallery Talk

Readings about Rockwell
Free with museum admission.

21-25 Monday-Friday

Happy Birthday Norman!

Join a week-long celebration saluting Rockwell's 100th birthday. Families tour the galleries using a special guide that helps explore the career of America's beloved illustrator. Adults with children are admitted at half price, Members free.

27 Sunday 1-4pm

Family Day: Places

Families tour the galleries with a special activity guide that encourages a closer look at the places in Rockwell's paintings. After viewing the galleries, families participate in art activities in studio classrooms. "Places" is part of our family series, "Faces, Places, & Things." Adults with children are admitted at half price, Members free.

March

6 Sunday 3pm

Gallery Talk

Illustration and Design
Free with museum admission.

12 Saturday

Artists Inspiring Artists

Join talented Nick Meglin, senior editor of *Mad Magazine*, for the second in the series that explores Rockwell's influence on other artists. Mr. Meglin is an author and illustrator who teaches at the School of Visual Arts in New York City. He became acquainted with Rockwell during the writing of *The Art of Humorous Illustration*. Art classes at 9am and 1pm; lecture and discussion at 3:30pm. Pre-registration required. Fee.

20 Sunday 3pm

Gallery Talk

Norman Rockwell and the World of Advertising
Free with museum admission.

27 Sunday 1-4pm

Family Day: Things

Families tour the galleries with a special activity guide that encourages a closer look at the things in Rockwell's paintings. After viewing the galleries, families participate in art activities in studio classrooms. "Things" is part of our family series, "Faces, Places & Things." Adults with children are admitted at half price, Members free.

Please call (413) 298-4100, ext. 220 for reservations or information about events and exhibitions. All programs, unless otherwise noted, take place at The Norman Rockwell Museum at Stockbridge, Route 183, Stockbridge, MA 01262.

Marketing Department

Jo Ann Losinger, Director of Marketing—Retail & Mail Order Operations

The spirit of Rockwell is enjoyed worldwide! The Norman Rockwell Museum at Stockbridge is proud to exhibit that spirit, and to share the freshness, humor and tenderness of America's favorite artist through our offers of museum merchandise. Thousands of visitors and customers have taken a part of the Norman Rockwell legacy into their homes through our diverse assortment of products that represent the museum's collection. Many also have enjoyed presenting our reproductions as gifts, recognition of achievement awards, and incentives toward reaching a goal. We plan to develop further our link to Norman Rockwell through an exciting partnership with educational and membership programs. By working closely with the education department, we intend to



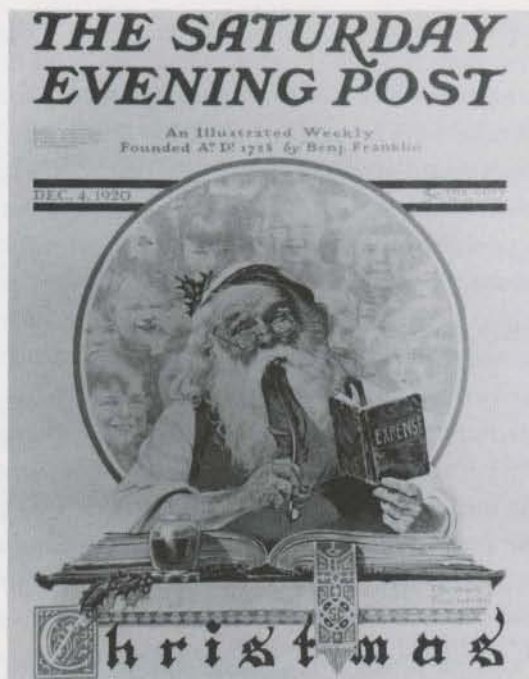
The museum's popular silhouettes are now part of our product line.

turn school activity "kits" into meaningful playtime projects for children and families to enjoy. In-school packages also will be available for educators. Soon museum members will enjoy new benefits in addition to their 10% savings on our store and catalog items. *The Portfolio* will feature special offers to members only. Members' specials also will be offered in our mail order gift catalog. Another benefit is the new December "Holiday Preview." Members are invited to bring guests for a free evening tour of the museum and a private holiday shopping spree in the museum store. Refreshments will be served.

In celebration of the centennial of Norman Rockwell's birth, several commemorative products will enhance the exhibitions, events and school programs. This special

line will be featured in our store and gift catalog and offered to new members as well as to those who renew or upgrade their membership. We know you will be pleased with these collectibles. Merchandise reflecting our "silhouettes" is now being produced as a museum exclusive. Whimsical earrings and pendants—finely crafted in silver—already are available in the museum store. We welcome ideas for the expansion of this line of products. The marketing of museum merchandise directly supports programs and operations. It is our intention to find ways to offer interpretations of the museum's collections, programs and activities so that our members, visitors and customers may all enjoy and support the spirit and legacy of Norman Rockwell.

A Holiday Wish List



Santa and Expense Book—1920, Norman Rockwell.
Copyright ©1920, The Curtis Publishing Company.

What does a new museum want for the holidays? Not electric games or trains! What the museum needs are gifts that enable us to equip the new building, expand educational programs and create exhibits. Please help make our holiday wishes come true. Send a contribution today in the enclosed envelope or mail your gift to:

Holiday Wish List
Norman Rockwell Museum
Stockbridge, MA 01262

Please remember, your donation is fully tax-deductible to the extent allowed by law.

<i>Your gift of...</i>	<i>will provide...</i>
\$5	Supplies for one student
\$10	An archival folder
\$25	Exhibit labels
\$50	An auditorium chair
\$100	Easel for the classroom
\$250	Energy... for one day!
\$500	A fax machine
\$1500	Laptop computer
\$2500	A large TV monitor
\$15,000	Archival shelving
\$30,000	Racks to store artwork
\$100,000	A Rockwell painting!!

In-Kind Gifts

Our heartfelt gratitude goes to the following who have donated such wonderfully diverse and creative items. (October 1992 through September 1993)

Peter Aaron / Erica Stoller / ESTO
Photography assistance
The Arlington Gallery
A year of flowers for the Terrace Gallery
Adrian Ayson
Computer consultation
Harry Barrett III / Boston Strategic Planning
Communication services
Berkshire Spring Water
Water for Grand Opening
Donald Bronnekant
Computer
Ann Fitzpatrick Brown
Terrace planters
Sammy Brown
Entertainment
Country Curtains
Consulting services
Art Dutil
Event advisor
Figgie International
Fire engine display at Grand Opening
GE Plastics
Lexan for studio windows

Brownie Harris / GE
Slides and transparencies
The Hill Group
Communication services
Gary Johnston
Antique firearms consultant
Kay-Bee Toys
Storage, maintenance & archives shelving
Tom Kershaw & JoAnn Dowling /
The Hampshire House
Event assistance
Kiwans of Stockbridge & W. Stockbridge
Grand Opening food
Kiwans of Lee
Grand Opening food
Mr. & Mrs. William Larson
Terrace plants
Karen Lewis
Design services
Lee Lime Corp.
Sand donation
The Little Tykes / Kay-Bee Toys
Baby changing tables
Art Morasco
Grand Opening popcorn
Marian Helpers
Paper for murals
Pam Martell
Design services
Dawn Masiero
Graphic design services
T.M. Mazzeo

Kitchen planning assistance
Craig Okerstrom-Lang
Landscape design drawings
Walter Palmer / Kay-Bee Toys
Security consultant
Mark A. Paul & Eric R. Roper
48 spruce trees
Jan Pederson
Master video tape of construction
Price Chopper, Lenox
Refreshment assistance
The Red Lion Inn
Event assistance
Franklin Reece III, Christine Fitzmaurice,
Todd Lutinger / US TeleCenter
Communications assistance
Rising Paper Company
Paper and mat board donations
Jerry & Sylvia Silverberg
Gardens at Linwood
Lincoln Smith
Hemlock hedge
The Studley Press
Publication assistance
Jim Terry / Towne Gallery
Picture framing assistance
Taylor Rental, Pittsfield
Tents
Tri-Town Rotary
Grand Opening assistance
Richard Wachter
Graphic design

Operations and Administration

Henry H. Williams, Jr., *Assistant Director of Finance and Administration*

The fiscal year that just ended was a good one for The Norman Rockwell Museum because of strong revenue and support. Attendance is a crucial part of our financial stability. Revenues generated from this source enable the museum to pursue an ambitious program of education and exhibits. The new museum was open only for three months of the fiscal year. This caused a spurt in revenues that should continue in the future.

Although costs of operation are also on the rise, we have been able to begin to replenish the endowment that had to be decreased during the construction of the new facility. A non-profit museum such as this needs a substantial endowment fund to insure that, in weaker financial periods, the operation and protection of the plant will be assured.

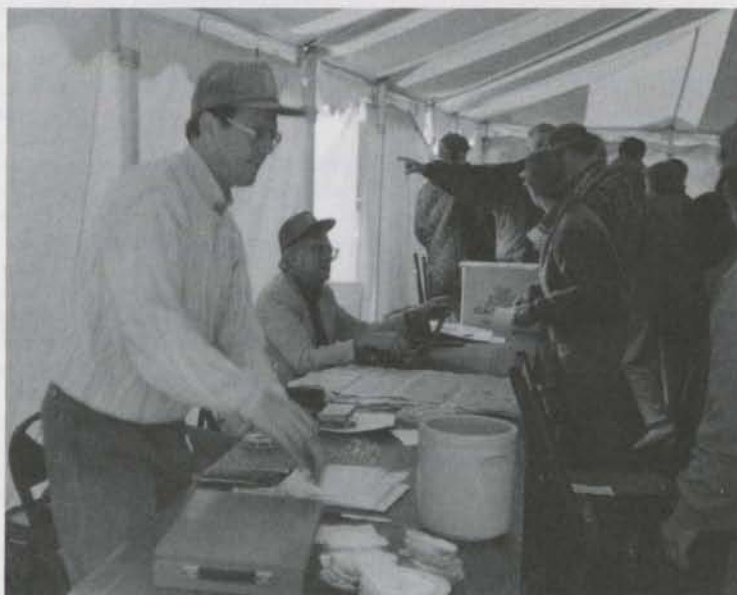
The museum employs 21 full-time and 49 part-time or temporary staff who are assisted by over 30 volunteers in nearly all areas of the museum. Nearly two hundred extra volunteers worked at our grand opening in June. The Director of Marketing position has been filled, and there

has been a slight increase in the number of staff needed to handle the expanded volume of visitors at the museum. An in-house performance evaluation workshop was conducted for all supervisors, and training sessions are being held as new computers are purchased.

With the opening of the new facility, the responsibilities of the maintenance department have expanded. The department's primary objective, as always, has been to ensure the well-being of our visitors. To that end, we have been concentrating on seeing that the buildings are clean and that the grounds are safe and enjoyable. Some projects we currently are involved with include reorganizing storage space to maximize efficiency

and preparing for the paving of the drives and paths.

Membership income is an important revenue source for the museum. With almost 2,300 members at year's end, the growth and interest in Norman Rockwell and the America he represents will assure annual increases. The new museum shop has been received enthusiastically by our visitors, and is an invaluable revenue source. Sales of Artist Proofs were down, which could be expected during this period of a weak economy. The museum has a large inventory of these signed and numbered prints with more than 200 images to draw from. With the capital campaign now over, all the above sources of revenue are vital.



Henry H. Williams, Jr. and Joseph Aubert keep track of the proceeds at the museum's tag sale.

Corporate Membership

The following is a list of companies whose membership in The Norman Rockwell Museum at Stockbridge helped support the new museum's expanded educational programs and exhibit schedule.

CORPORATE NORMAN ROCKWELL CIRCLE (\$5,000 UP)

Brain Trust Incorporated
Country Curtains
Kay-Bee Toy Stores
USAA

CORPORATE STUDIO SOCIETY (\$1,000 - \$2,499)

Abbeville Publishing Group
Citibank, N.A.
Great Barrington Savings Bank
Lee Lime Corporation
The Red Lion Inn
Rockwell Society of America

CORPORATE FOUR FREEDOMS ASSOCIATES (\$500 - \$999)

The Crane & Co. Fund
Framecrafters Moulding & Supply Company
Springfield Newspapers
Wheeler & Taylor, Inc.

CORPORATE ILLUSTRATOR'S ROUNDTABLE (\$250 - \$499)

Allstate Insurance Company
Arrow Press, Inc.
Berkshire County Savings Bank
The Berkshire Gas Company
Berkshire Life Insurance Company
Berkshire Mutual Insurance Co.
Blue Cross Blue Shield of Massachusetts
Cain, Hibbard, Myers & Cook
Colt Insurance Agency, Inc.
Fahey Beverages
First Agricultural Bank
First National Bank of the Berkshires
Foxboro Corporation
General Systems Company
Golub Corporation
Hanford Heirlooms, Inc.
J. Donovan & Sons, Inc.
Kimberly - Clark Foundation, Inc.
Lee Bank
The Lenox National Bank
Lenox Savings Bank
Mead Specialty Paper
Mullen Brothers Moving & Storage Company, Inc.
O'Connell Oil Associates, Inc.
The Pittsfield Cooperative Bank
Quality Printing Company, Inc.
Roundtable Press
Southern Berkshire Power Equipment, Inc.
Ultra Scan, Inc.
W.E. Williams Paving, Incorporated
Windy Hill Farm
Yankee Publishing, Inc.

The Campaign for Rockwell

In recent months, many more donations have come to the museum. We would like to acknowledge our appreciation for these most thoughtful and generous gifts.

GALLERY DONORS (\$5,000 - \$9,999)

The William & Mary Greve Foundation, Inc.

SUSTAINERS (\$2,500 - \$4,999)

Kenneth J. Stuart, Jr.

BENEFACTORS (\$1,000 - \$2,499)

The Arlington Gallery
Richard P. & Jeanette M. Canaday
Mr. & Mrs. James L. Collins
Mr. & Mrs. Phillip C. Gans
The Harold & Ida Hill Charitable Fund
Charlotte Palmer Phillips Foundation
Allen & Mary Anne Sanborn
Peter A. Jr., & Doris S. Skorput

ASSOCIATES (\$500 - \$999)

Mr. Daniel R. Kaplan
in honor of Jane Fitzpatrick
Mr. & Mrs. Jerry Palmquist
Mr. & Mrs. David Swanson

SUPPORTERS (\$100 - \$499)

Evening Star Lodge, A.F. & A.M.
Mr. & Mrs. Carmen Maciariello
in honor of Neil & Jane Golub
Cynthia Manke
in memory of Richard & Sheila Tracy
Mr. & Mrs. Angel Ranon
Alice & Arthur Somers
Renee A. Rosch & Bill Uillin
in honor of Neil & Jane Golub
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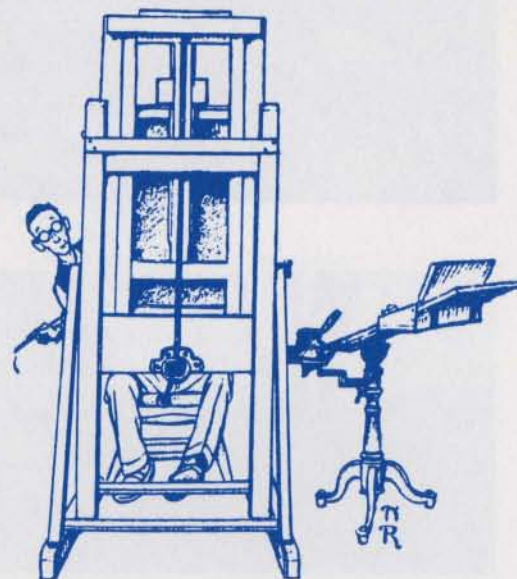
Reference Center Donors

In 1994, the museum will be opening The Norman Rockwell Reference Center to celebrate the centennial of the artist's birth. Gifts from the following individuals have contributed greatly to the importance of this research center. (June '92 - July '93).

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OOPS!

While every effort has been given to make our lists accurate, errors can occur. If mistakes have been made, please accept our apologies and let us know. Development Office, The Norman Rockwell Museum, Stockbridge, MA 01262. (413) 298-4120



This Week with David Brinkley

October 31, 1993

National attention focused on The Norman Rockwell Museum at Stockbridge when *This Week with David Brinkley* was televised live from Norman Rockwell's studio. ABC News hosted a reception in honor of the cast and crew the night before the broadcast.



Museum trustee Jack Batty and his wife Carolyn with panelist, Cokie Roberts.



*David Brinkley interviews Linda Gunn, model for Rockwell's painting, *The Problem We All Live With*, for a taped segment of the program.*



David Brinkley shown talking to Lincoln Russell and Nancy Fitzpatrick, President of The Red Lion Inn.



Host David Brinkley and guests Gov. William F. Weld of Massachusetts and Gov. Mario M. Cuomo of New York chatted before the show.

Photo by Mark Mitchell



George Will with a guest of ABC News.



The museum landscape was transformed by large studio trucks, satellite dishes and crew, brought to the site for the studio's television debut.



Sam Donaldson talks with Betsey Selkowitz wife of trustee Mark Selkowitz.

Gift Level Memberships

The following is a list of individuals whose gift level membership in The Norman Rockwell Museum at Stockbridge helped support the new museum's expanded educational programs and exhibit schedule.

NORMAN ROCKWELL CIRCLE (\$5,000 + UP)

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Mr. & Mrs. John H. Fitzpatrick
Mr. Steven Spielberg

STUDIO SOCIETY (\$1,000 - \$4,999)

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Volunteers



Volunteers Jerry and Sylvia Silverberg plant a new garden at Limwood House.

Volunteers are invaluable to the museum. Without them, regular operations and special events would not run smoothly. Listed here, are those who have been working at the museum on a regular basis since January. To the hundreds of others who have helped, we say a collective *thank you!*

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