

annual report

2010–2011



NORMAN
ROCKWELL
MUSEUM



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president & chairman's letter



Norman Rockwell Museum President Anne Morgan and Chairman Thomas L. Pulling.

Dear Friends of Norman Rockwell Museum,

On behalf of our fellow Trustees, we are happy to present the Museum's 2010-2011 Annual Report. We are truly honored to represent such an extraordinary group of Trustees—men and women who give so much time, energy, financial support, and thoughtful direction to our Museum.

We marvel at what appears to be ever-increasing love and appreciation of Norman Rockwell's paintings and illustrations. At the Museum itself, we enjoyed very robust attendance of 130,000 visitors from all over the world this past year. Thanks to the various traveling exhibitions on loan from our Museum (12 museums and 9 different exhibitions) appearing in cities such as Raleigh, Dayton, Brooklyn, El Paso, and Tacoma and many others, over 600,000 people a year have been thronging to various museums to see and appreciate Rockwell's art.

This Fall will mark the 25th Anniversary of Laurie Norton Moffatt's appointment as Museum Director. Let us all join together to celebrate this incredible woman who has dedicated her entire career to our beloved Museum. Under her leadership, and with the support of our Board, an expanding and energetic National Council, our tireless staff, and the many exhibitors, patrons, and members; our future is filled with the excitement of sharing the Museum and our collections with people of all ages—not only in Stockbridge, but also around the country and, indeed, around the world.

We salute you and thank you for your ongoing support of Norman Rockwell Museum.

Anne Morgan
President

Thomas L. Pulling
Chairman

Our Mission

Norman Rockwell Museum is dedicated to education and art appreciation inspired by the legacy of Norman Rockwell. The Museum preserves, studies and communicates with a worldwide audience the life, art and spirit of Norman Rockwell in the field of illustration. The Museum is a gathering place for reflection, involvement, and discovery through the enjoyment of the artist's work. Norman Rockwell's unique contributions to art and society, popular culture, and social commentary influence the Museum's collections and programs.

Our Values

The Museum celebrates diversity through the values of respect, kindness, decency, and humor, and honors the tenets of equality, democracy and freedom. The Museum values freedom of expression through visual images created for mass audiences; is a cultural gathering place with a global reach; serves audiences beyond our gallery walls; is a forum for lively civic dialogue; and fosters scholarship in American visual studies.

Our Vision

Norman Rockwell Museum aspires to make Norman Rockwell's artistic legacy and his unique expression of enduring American values within the rich visual legacy of American illustration art available to all audiences, and especially to new generations. Through exhibitions and programs in Stockbridge presented on our beautiful campus; through traveling exhibitions presented in the nation's premier museums; and through the infinite internet community, the Museum has expanded its reach in recent years to serve millions of visitors and viewers.

director's report

What, you might ask, do the Peace Corps, space travel, the civil rights movement, and the Four Freedoms have in common? Each of these major events in American history commemorated a significant anniversary this past year, and Norman Rockwell created the emblematic visual images that still resonate with us today. Norman Rockwell Museum is honored to be called on to lend the artist's iconic images and provide programs related to these important moments, and this past year saw an abundance of such requests worldwide.



Stockbridge, and more than 500,000 served across the country. Norman Rockwell Museum also led a group of Trustees and National Council members to the landmark Norman Rockwell show, *Telling Stories: Norman Rockwell from the Collections of George Lucas and Steven Spielberg*, which was on view last year at the Smithsonian American Art Museum in Washington, D.C.

Art Touching Lives

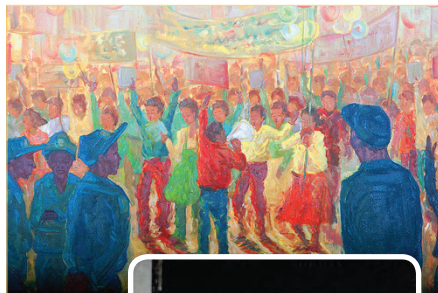
Norman Rockwell Museum believes in the importance of the visual image to touch and transform lives. Illustration art, or art for the people, tells stories and reminds us what is important in our lives. The Museum pioneered several original exhibitions of national importance, including *William Steig: Love and Laughter; Witness: The Art of Jerry Pinkney*; and *"Ice Age" to the Digital Age: The 3D Animation Art of Blue Sky Studios*. The Museum also launched its new Distinguished Illustrators series with *Elwood's World: The Art and Animations of Elwood H. Smith*. Our Norman Rockwell collection received special focus through such themed exhibitions as *Travels with Norman*, and *It's a Dog's Life: Norman Rockwell Paints Man's Best Friend*. We also continued our bi-annual tradition of outdoor sculpture exhibition with *Robot Nation*, inspired by Blue Sky Studios' animated film, *Robots*.

In addition to producing an ambitious roster of curated exhibitions, the Museum's curatorial team is managing an impressive array of 17 traveling shows - with museum bookings

spanning the nation and Canada through 2015. Last year, the Museum presented eight different exhibitions in 12 cities

around the nation. Our staff presented lectures and programs at many of these venues, and also hosted member outreach events.

Annually the Museum reaches more than 600,000 visitors, with 130,000 visitors received in



Historic Anniversaries

When The Four Freedoms— as articulated by President Franklin Delano Roosevelt — reached their 70th anniversary, The United States Ambassador to Ethiopia turned to Norman Rockwell Museum to help bring these important concepts of democracy to life through the eyes of Ethiopian artists. When the Peace Corps turned 50 years old this year, The Berkshire County Chapter of Peace Corps volunteers held their reunion at the Museum, surrounded by Rockwell's illustrations of Peace Corps travels, which included Ethiopia. When NASA commemorated the 50th anniversary of man's flight into space, Rockwell's moon landing images were included on the tour from The Smithsonian's Air and Space Museum. And finally, the Museum was deeply honored to have received a request from President Barack Obama to loan Norman Rockwell's painting, *The Problem We All Live With*, to hang in the White House upon the occasion of the 50th anniversary of Ruby Bridges' historic walk to integrate the William Frantz Elementary School. No one painted the remarkable images of these important life mo-

ments more compellingly than Norman Rockwell, and his art remains timelessly relevant in teaching and signifying what we cherish most as a nation.

Building Community

The Museum continues to be a valued resource and active community citizen in the Berkshire County region, working with schools, community groups, cultural partners, and cultural literacy to enrich the lives of all area residents through art and important public programs. The Museum's Community Council of regional advisors

brings perspectives and suggestions to us on meaningful collaboration with the many community groups in our region, making for a rich tapestry of volunteers.

Of particular note, the Museum's new Four Freedoms Forums: Town Hall Meetings convened, in an effort to encourage conversation, civil discourse, and deeper understanding on important issues in the nation on a local, community level. Topics for the first year's Forum included: Health and Wellness; Food Sustainability; Immigration and Citizenship; and Sustainable Energy. These topics were suggested by our Community Council, and many regional health/wellness practitioners, farmers, food growers, chefs, energy suppliers, and immigrant support groups participated as discussion leaders, and engaged the community in deepening its awareness, and bridging wide-ranging opinion on important topics of the day.

Norman Rockwell Museum continues to build its social network community of more than 5,000 followers on Facebook and Twitter, engaging people from all over the world. Our website is visited annually by more than 325,000 unique visitors.

Fiscal Stability

The Museum continues to deepen its fiscal strength through diversified earned revenue streams, development resources, prudent and proactive budget management, and aggressive debt reduction. In June, we retired our long-term debt—the \$3.5 million Massachusetts Industrial Finance Agency Bond we were issued in 1991 to build the new Museum building—closing out our 20 year mortgage. Our board and staff hold the vision of building the Museum's reserves from its current \$3 million level to \$20 million, which will allow us to sustain our vibrant exhibition and program roster, and continue to touch people across the nation and internationally through our extraordinary art treasures.



Growing and Sharing the Collections

In January of 2011, Norman Rockwell Museum celebrated the launch of ProjectNORMAN; the culmination of eight years of work to make the art and archives collections accessible to people the world over through an online digital collections database. Now anyone can log on the Museum's website and browse our collection, which consists of nearly 40,000 records. Rich content continues to be uploaded, and the Museum is pleased to have received ongoing grant funding to sustain this important program.

Our art collections continue to grow at an amazing pace, and we are honored to announce that David Macaulay, our new Artist Laureate, has chosen Norman Rockwell Museum as the home for a major collection of his work. The traveling exhibition of Macaulay's work has been one of our most popular shows, touring more than 20 cities nationwide.

When the Boston Museum of Fine Arts opened the much-awaited New American Wing this past fall, Rockwell's beloved and iconic painting, *New Kids in the Neighborhood*, held a prominent position in the stunning new galleries, loaned from our permanent collection.

A Glimpse of the Future

Norman Rockwell Museum stands on a firm foundation. With virtually no debt, an iconic growing art collection, strong operating revenues and philanthropic support, and a global audience that continues to draw meaning and enrichment from Norman Rockwell and our many exhibitions, the Museum is weathering the recession reasonably well. Still, the Museum remains undercapitalized in its reserves and endowment when benchmarked against our peer institutions, leaving us vulnerable to the economic swings of today's times.

The Board of Trustees and staff have outlined three major goals for the year ahead to strengthen the Museum:

1. Build endowment and capitalization solutions.
2. Expand and diversify the art collection and provide for enhanced collections management space and digital storage.
3. Create digital engagement experiences for next generation audiences and increase internet and e-commerce capacity.





In closing, I want to commend and thank our board of trustees and staff, surely the Museum's greatest asset beyond Rockwell's art itself. The Museum would not be where it is now, 41 years later, if it were not for the keen oversight, expertise, creative vision, and tireless dedication of these remarkable individuals.

We also pay tribute to two extraordinary people in the Museum family. We are saddened to lose the vibrant community leadership and friendship of one of the Museum's longest friends, John H. "Jack," Fitzpatrick, whose family were dear friends of Norman Rockwell and amazing patrons to the Museum and many other arts and educational organizations in the Berkshires and beyond. We also said goodbye to a longtime friend and employee of the Museum, **Allen Bell**, our manager of safety and warehouse, who passed away unexpectedly on the eve of his 15th anniversary with the Museum. Please see

the tributes to each of these special friends.

Devoted to ensure the fiduciary stability and stewardship of our treasured Norman Rockwell and American illustration collections, the Museum's extended family, past and present, remains integral to our future.

Laurie Norton Moffatt
Director/CEO
Stockbridge
September 2011



board of trustees

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illustrators advisory board

Natalie Asencios
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Teresa Fasolino
Frances Jetter
Wendell Minor

*Barbara Nessim
Tim O'Brien
C.F. Payne
Marc Rosenthal
Ruth Sanderson
Elwood Smith

**Barbara Nessim was named Norman Rockwell Museum's Inaugural Artist Laureate in 2009-2010*

curatorial

Advancing our role as a premier repository for illustration art with Norman Rockwell central to our mission, we have accessioned an extraordinary 1,113 original artworks into our permanent collection this year, made possible through the generosity of 11 enthusiastic donors. In addition, important artifacts, including rare examples of Rockwell's earliest reference photography and a complete set of J.C. Leyendecker *Saturday Evening Post* covers, to name just a few, enriched the Archives greatly.

Norman Rockwell Museum holds the largest and most significant collection of art and archival materials relating to the life and work of Norman Rockwell. Preserving, organizing, digitizing, and making these holdings accessible is one of our most important strategic goals. The Norman Rockwell Art Collection (775 works) and Norman Rockwell Archive (823 cubic feet)

inspire a vibrant year-round exhibition program in Stockbridge, an ambitious national traveling exhibitions program, and dozens of humanities programs reaching diverse audiences. Ongoing preservation and processing, made possible by significant grant funding, has brought our archival collection within reach for biographers, historians, researchers, curators, collectors, students, Museum staff, and others who seek out resources relating to Rockwell's life and working process, and his impact on published imagery, society, and culture during the 20th century.

In the past year, we have greatly expanded public access to our collections. A collection-level finding aid and accompanying record group structure governing the Archive's correspondence collection at large has been established; the arrangement and description of this collection has been

refined to reflect archival standards; fan mail, business correspondence, and assorted periodicals have been processed; and a standard practice manual has been created, including a collecting and accessioning protocol that will enable the Museum to manage the collection with consistency, regardless of staff changes.

This winter, important parts of our collections were made broadly accessible for the first time through an online searchable database on our website, and by exporting data to collaborative art library systems nationwide. More than 30,000 images of Norman Rockwell's drawings, paintings, photographs, selected correspondence, illustrated print material and studio contents, as well as art and ephemera relating to the work of other noted American illustrators, have been published online to date.

acquisitions

DONATIONS OF ART TO THE PERMANENT COLLECTION

Thanks to the generosity of our donors, an extraordinary 1,113 original works by 22 prominent American illustrators were accessioned into the collection, greatly expanding the Museum's holdings. Several artists are now broadly represented, making deepened scholarship possible.

The largest collection of original drawings, cartoons, and cover

illustrations by artist William Steig (1907-2003) now resides at the Museum, made possible by Jeanne Steig, whose collages and sculptures were on view with those of her husband's in last year's exhibition *William Steig: Love & Laughter*.

A rare and beautiful collection of 80 early life drawings by Edmund F. Ward (1892-1991), Rockwell's roommate and Art Students League classmate, was generously provided by Richard Kelly of the The Kelly Collection of American Illustration. Illustrators Maud Bogart Humphrey (1864-1940) and Louis John Rhead (1857-1926) are now represented in the collection through Mr. Kelly's generosity this year.

Donated by Jean Blakeman, more than 100 original life drawings by renowned anatomy and figure drawing teacher George Bridgman (1864-1943)

offer important insights. An influential figure for Rockwell, Ward, and many Art Students League students, Bridgman is best known for his contributions to American art education, particularly through his popular series of books, which are still referenced today.





Family treasures, 29 exquisite etchings and drawings by social realist Isabel Bishop (1902-1980), were generously provided by Lila Berle, whose parents had a close relationship with the artist. Acclaimed for her depictions of New York City and women engaged in domestic tasks,

Bishop also taught at the Art Students League, where she emphasized the importance of drawing from life.

Original illustrations by Norman Rockwell's nephew, Richard Rockwell (1920-2006), an accomplished courtroom and comic book artist, were generously donated by illustrator Murray Tinkelman, who was a personal friend. An important women's magazine illustration by Al Parker (1906-1985)—the Museum's first—now accompanies our extensive collection of Parker tearsheets with thanks to Mr. Tinkelman.

Robert T. Horvath also continued to build the Museum's collection with donations of several important original works, including drawings by George Evans (1920-2001) and Cory Kilvert (1879-1946), and paintings by Henry J. Soulen (1888-1965), William Balfour Ker (1877-1918), Bradshaw Crandell (1896-1966), Edwin Roscoe Shrader (1878-1960), and Alice Beach Winter (1877-1970), accompanied by the 1929 *Needlecraft Magazine* on which her cover art appeared.

Powerful World War II themes are reflected in donations of art from Steven Hirsch, who continued to enrich this aspect of the Museum's collection with original works by Manuel Bromberg (b. 1917), Harry Sternberg (1904-2001), and James Barre Turnbull (1909-1976).

We are also grateful to gifted portraitist Everett Raymond Kinstler, who donated original works by three masters of the Golden Age; J.C. Leyendecker (1874-1951), Howard Chandler Christy (1872-1952), and James Montgomery



Flagg (1877-1960), who was a close friend of the artist.

A beautiful Flagg drawing donated by Cathy and Pamela Deely features a portrait of their grandfather, Owen McMahon Johnson (1878-1952), an American writer best remembered for his *Lawrenceville Stories*, popular tales set in a prestigious prep school. The Deelys also contributed an elegant ink drawing by Frederick Stuart Church (1842-1924).

This year, reportage artist Candace Eaton donated 16 works created on location in America's courtrooms. Her powerful pastel drawings document contentious legal proceedings involving celebrity figures, including Leona Helmsley and O.J. Simpson, among others. We are most grateful to all of our donors for these important additions in support of the Museum's illustration collecting mission.

DONATIONS OF ORIGINAL ILLUSTRATION ART

Tea for Two

Alice Beach Winter (1877-1970)
Cover illustration for *Needlecraft Magazine*, February 1929
Mixed media on board
Gift of Robert T. Horvath

Untitled

Henry J. Soulen (1888-1965)
c. 1930
Oil on canvas
Gift of Robert T. Horvath

Untitled

William Balfour Kerr (1877-1918)
Oil on canvas
Gift of Robert T. Horvath

Untitled

Bradshaw Crandall (1896-1966)
Oil on canvas
Gift of Robert T. Horvath

The Orphan

Edwin Roscoe Schrader (1878-1960)
Oil on canvas
Gift of Robert T. Horvath

"I Bent Low On My Knees and Flung Myself Forth"

Louis John Rhead (1857-1926)
1921. Illustration for *Kidnapped* by Robert Louis Stevenson, (NY: Harper Brothers, 1921): 187, Ink on Board
Gift of Richard Kelly/Kelly Collection of American Illustration

Mother and Children

Maud Humphrey Bogart (1865-1940)
1898. Watercolor and gouache on board
Gift of Richard Kelly/Kelly Collection of American Illustration

Collection of 185 Life Drawings Created at the Art Students League in New York
 Edmund F. Ward (1892-1991)
 c. 1914. Charcoal on paper
 Gift of Richard Kelly/Kelly Collection of American Illustration

Collection of 109 Anatomical and Life Drawings
 George Bridgman (1864-1943)
 Demonstration pieces and book illustrations, Charcoal and pencil on paper
 Gift of Jean Blakeman

Collection of 19 Etchings and 9 Drawings
 Isabel Bishop (1902-1988)
 Ink, pencil, and gouache on paper
 Gift of Lila W. Berle

Collection of 779 New Yorker Cover Illustrations and Cartoons, Published and Unpublished Drawings, Studies, and Doodles
 William Steig (1907-2003)
 Ink, pencil, watercolor, and colored pencil on paper
 Gift of Jeanne Steig

Collection of 16 Reportage Drawings
 Candace Eaton
 Pastel and pencil on paper
 Gift of Candace Eaton

Central Park Jogger Trial, New York City
 Richard Rockwell (1920-2006)
 1989. Original reportage drawing
 Mixed media on paper
 Gift of Murray and Carol Tinkelman

Untitled
 Richard Rockwell (1920-2006)
 c. 1950. Illustration for *Black Diamond Western Comics*, Lev Gleason Publications, Ink on paper
 Gift of Murray and Carol Tinkelman

Untitled
 Richard Rockwell (1920-2006)
 c. 1950. Illustration for *Black Diamond Western Comics*, Lev Gleason Publications, Ink on paper
 Gift of Murray and Carol Tinkelman

Untitled
 Alfred Charles Parker (1906-1985)
 c. 1940. Gouache on board
 Gift of Murray and Carol Tinkelman

Untitled (Bound Man)
 Harry Sternberg (1904-2001)
 c. 1935. Lithograph on paper
 Gift of Steven Hirsch

Untitled (D-Day Landing)
 Manuel Bromberg (b. 1917)
 c. 1944, Gouache and charcoal on paper
 Gift of Steven Hirsch

Fort Driant, Maginot Line (Seated Soldier with Letter)
 Manuel Bromberg (b. 1917)
 1944. Ink on paper
 Gift of Steven Hirsch

Russian Air Force Bombs Berlin
 James Barre Turnbull (1909-1976)
 c. 1940. Gouache, ink, and charcoal on paper
 Gift of Steven Hirsch

P-38 and Aluminum Companies
 James Barre Turnbull (1909-1976)
 c. 1940. Gouache, ink, and charcoal on paper
 Gift of Steven Hirsch

Men Smoking Cigars
 James Barre Turnbull (1909-1976)
 c. 1940. Gouache, ink, and charcoal on paper
 Gift of Steven Hirsch

The Black Cat
 John Fenton
 Illustration for *The Black Cat* by Edgar Allen Poe. Gouache on board
 Gift of Steven Hirsch

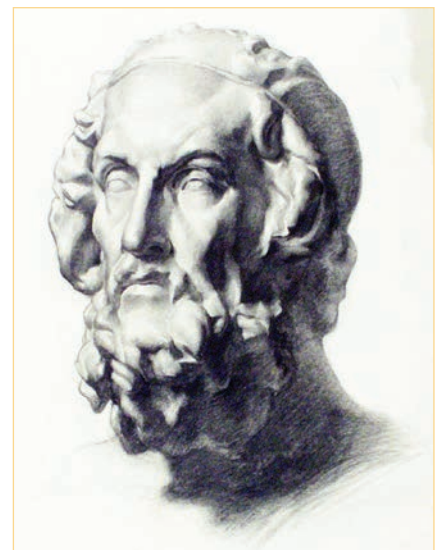
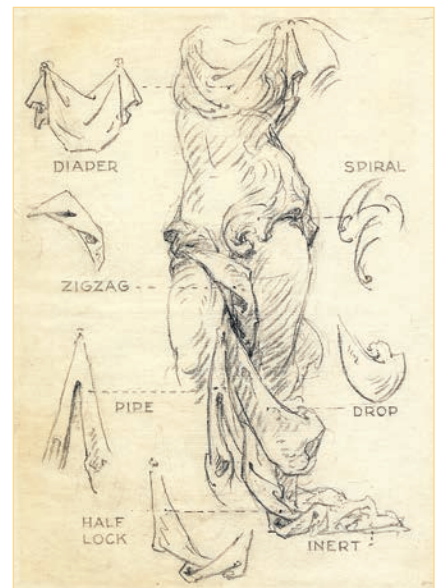
Untitled (Christy Girl)
 Howard Chandler Christy (1872-1952)
 Gouache and watercolor on board
 Gift of Everett Raymond Kinstler

Portrait of John T. McCutcheon, Dean of American Cartoonists
 James Montgomery Flagg (1877-1960)
 Charcoal on paper
 Gift of Everett Raymond Kinstler

Portrait of Richard Casey
 James Montgomery Flagg (1877-1960)
 1941. Illustration for the Associated Press Wire Service, April 29, 1941.
 Charcoal on paper
 Gift of Everett Raymond Kinstler

Portrait of Owen Johnston, American Author
 James Montgomery Flagg (1877-1960)
 1910. Charcoal on paper
 Gift of Cathy and Pamela Deely

"It's hard work not to say damn sometimes" (Bear Artist at Easel)
 Frederick Stuart Church (1842-1924)
 1913. Ink on paper. Tipped into dinner program honoring A.W. Drake.
 Gift of Cathy and Pamela Deely



exhibitions



A Day in the Life: Norman Rockwell's Stockbridge Studio

May 1 through October 31, 2010 and 2011

Travel back in time to October 1960, when Norman Rockwell was hard at work on his classic painting *Golden Rule*. This historic installation of Rockwell's Stockbridge Studio offers new insights on the working methods of America's favorite illustrator.

Norman Rockwell's 323 Saturday Evening Post Covers

On view through February 6, 2011

An exciting look back at *The Saturday Evening Post*, featuring every one of Norman Rockwell's cover illustration tearsheets for the noted American publication, created over the course of 47 years from 1916 to 1963.



Norman Rockwell's Art of Scouting

May 29 through November 27, 2010

An insightful look at Norman Rockwell's extensive body of work for The Boy Scouts of America through original tearsheets, personal mementos, and props.

William Steig: Love & Laughter

June 12 through October 31, 2010

A laugh-out-loud exhibition on the art of William Steig, featuring the artist's brilliant covers, cartoons, and drawings for *The New Yorker*, original illustrations for beloved novels and picture books, and the eloquent art of Jeanne Steig.



Rockwell and the Movies

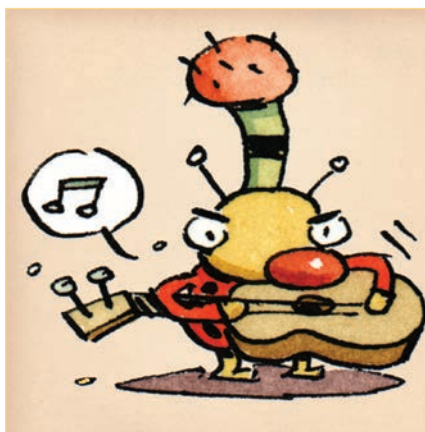
July 3 through October 31, 2010

Original paintings, vintage posters, lobby cards, and portraits created by Rockwell for such feature length films as *The Magnificent Ambersons* (1941), *The Song of Bernadette* (1943), *Along Came Jones* (1945), *The Razor's Edge* (1946), *Cinderella* (1960) and the 1966 remake of the classic, *Stagecoach*.

Norman Rockwell: Home for the Holidays

November 20, 2010 through January 17, 2011

The spirit of the season came home to millions of Americans through Rockwell's holiday illustrations in their favorite magazines, and on cards. His enduring images were on view in this special holiday installation of original artworks and objects.



Witness: The Art of Jerry Pinkney

November 13, 2010 through May 31, 2011

A master of the American picture book, Jerry Pinkney's heartwarming original works reflect personal and cultural themes, and explore the African-American experience. The power of classic literature and the meaning of visual storytelling in our lives are conveyed in the work of this legendary illustrator.

Travels with Norman

January 22 through June 19, 2011

Discover Norman Rockwell as a citizen and traveler of the world through never-before-seen views of the artist at work and play in locations as far flung as the Black Mountains of North Dakota, Pakistan and Ethiopia. Images from Molly Rockwell's own slide collection, now preserved and digitized, were shared publicly for the first time.

25th Annual Berkshire County High School Art Show

February 5 through March 6, 2011

A lively and diverse exhibition of original artworks by Berkshire County high school students in celebration of the region's talented youth.

Elwood's World: The Art and Animations of Elwood H. Smith

February 19 through May 30, 2011

Meet Elwood Smith, the creator of high-grade humorous illustrations. *Elwood's World* features the artist's original imagery for such prominent publications as *The New York Times* and *Sports Illustrated*, beloved children's books as *The Truth About Poop* and *Hot Diggity Dog*; and wild two- and three-dimensional animations.

"Ice Age" to the Digital Age: The 3D Animation Art of Blue Sky Studios

June 11 through October 31, 2011

Enjoy this interactive look at the art of animation! Storyboards, character designs, digital modeling and more from Blue Sky Studios (*Ice Age*, *Robots*), offered an exciting behind-the-scenes look at the process of creating animated movies in the 21st century.

traveling exhibitions

9 DIFFERENT EXHIBITIONS, 12 DIFFERENT MUSEUMS / VENUES IN 12 CITIES ACROSS THE NATION
509,136 VISITORS

American Chronicles: The Art of Norman Rockwell

North Carolina Museum of Art, Raleigh, North Carolina
November 7, 2010 through January 30, 2011

Tacoma Art Museum, Tacoma, Washington
February 26 through May 30, 2011

Norman Rockwell and the American Family

Aurora History Museum, Aurora, Colorado
May 3 through July 24, 2011

Norman Rockwell: Behind the Camera

Brooklyn Museum of Art, Brooklyn, New York
November 19, 2010 through April 10, 2011

Norman Rockwell's Home for the Holidays

Ella Sharp Museum of Art & History, Jackson, Michigan
October 23, 2010 through January 8, 2011

New Bedford Free Public Library, New Bedford, Massachusetts
December 10, 2010 through January 15, 2011

Norman Rockwell: Sports

Louisville Slugger Museum and Factory, Louisville, Kentucky
March 19 through August 14, 2011

Norman Rockwell's Tom Sawyer and Huckleberry Finn

Minnesota Marine Art Museum, Winona, Minnesota
June 15 through August 8, 2010

Mark Twain House and Museum, Hartford, Connecticut
March 10 through September 6, 2011

LitGraphic: The World of the Graphic Novel

James A. Michener Museum of Art
September 25, 2010 through January 30, 2011

Dinotopia: The Fantastical Art of James Gurney

Norton Museum of Art, West Palm Beach, Florida
June 10 through September 5, 2010

Stockbridge Models Project

Stockbridge Town Hall, Stockbridge, Massachusetts
Ongoing

art & archival donors

LENDERS TO THE PERMANENT COLLECTION

Anonymous Lender	Elizabeth Montgomery/ Family of William S. Miles
American Legion Post #193, Winchendon, Massachusetts	Don Mott
Steward Babbott	The Musselman Family
Carlos D. De Mattos	Lowell Paddock
Kay Dore	Pfizer Inc.
The Dowd Family	Gail and Thomas Rockwell
Phillip M. Grace	Jarvis Rockwell
Virginia and Douglas Haight	Peter Rockwell
The Estate of Thomas Hoving	Kenneth Salem
Oliver C. Kempton, Jr.	Mrs. Mary Alice Schwarz
Herbert Lobsenz	Nelson Severinghaus
Idella Ludwig	The Stuart Family
Marino Family Trust	Sun-Maid Growers of California
Family of Angus Macdonald	Williams High School Alumni Association
John and Nan MacEwen	
Kelly Meany	

ARCHIVAL AND LIBRARY DONATIONS

David Drake	Laurie Kendall
Marcia Gellert	Nancy Lindemeyer
Linda Gumble	Ann Lamone White
William Hargreaves	Marina Wilber
Robert T. Horvath	Mary Brunelle Williams
David Lowell Johnson and Thomas Johnson	Zielonka



exhibition loans

LENDERS TO NORMAN ROCKWELL MUSEUM EXHIBITIONS

Ice Age to the Digital Age: The 3D Animation Art of Blue Sky Studios

Blue Sky Studios/20th Century Fox William Joyce
Peter de Sève Greg Couch
Chris Wedge

Elwood's World: The Art and Animations of Elwood H. Smith

Elwood H. Smith and Maggie Pickard

Witness: The Art of Jerry Pinkney

Jerry Pinkney
Mimi Kayden

William Steig: Love & Laughter

Jeanne Steig
Eric Carle Museum of Picture Book Art

Building Books: The Art of David Macaulay

David Macaulay

Dinotopia: The Fantastical Art of James Gurney

James Gurney

LitGraphic: The World of the Graphic Novel

Dave Sim	Frans Masereel
Barron Storey	Terry Moore
Lisa Thamasett	New York Society Library
Estate of Lynd Ward	Jessica Abel
Lauren Weinstein	Sue Coe/Galerie St. Etienne
Mark Wheatley	Howard Cruse
Niko Henrichon	Scott Eder
Mark Kalesniko	Estate of Will Eisner
Peter Kuper	Brian Fies
Estate of Harvey Kurtzman	HA Galleries
Matt Madden	Marc Hempel

Picturing Health: Norman Rockwell and the Art of Illustration

Pfizer Inc	Teresa Fasolino
American College of Cardiologists	Frances Jetter
Melinda Beck	Stephen Ledwidge
Cathie Bleck	Gregory Manchess
Guy Billout	Peter de Sève
Juliette Borda	Whitney Sherman
Charles Cross	Elwood Smith
Cora Lynn Deibler	Mark Ulriksen
Cathy Dineen	

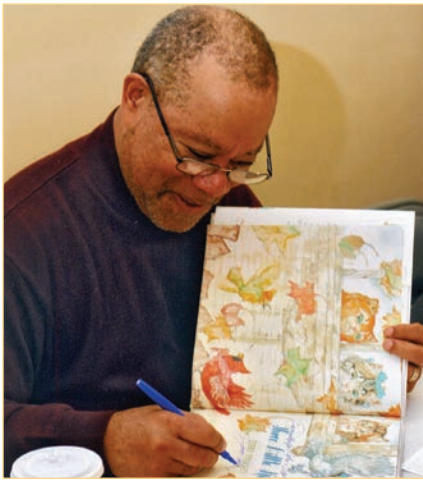
Norman Rockwell: Behind the Camera

Berkshire Museum	Memorial Art Gallery
Brooklyn Museum	National Press Club
Columbus Museum of Art	Smithsonian Air and Space Museum
Mary Whalen Leonard	Taubman Museum of Art

Norman Rockwell: Sports!

National Baseball Hall of Fame





education & visitor experience

PUBLIC PROGRAMS

This year exciting learning experiences engaged audiences of all ages at Norman Rockwell Museum and in communities throughout the nation. In Stockbridge alone, we held 82 different programs attended by more than 11,000 people. We reached out to educators and school groups, children and families, teens and tweens, students and scholars, seniors, artists, and Rockwell and illustration aficionados—connecting art, culture, technology, and the world around us through our collections and programs.

The Museum's 2010 **American Storyteller Lecture and Performance Series** drew inspiration from *William Steig: Love & Laughter*, and from the many iconic Rockwell artworks on view. Leading comic commentators Robert Mankoff, Cartoon Editor of *The New Yorker*, and cartoonist and author Liza Donnelley, explored the art of humor as it has evolved through the decades, while Jeanne Steig offered insights into the art and philosophy of one of America's most beloved humorists—her husband William Steig.

Funny business also took center stage last winter and spring in *Elwood's World: The Art and Animations of Elwood H. Smith*, the Museum's inaugural Distinguished Illustrator exhibition. Elwood Smith shared his expertise in a **Business of Art** program exploring creative approaches to self-promotion.

Brian Hoard and Elizabeth Buttler talked about their passion for the moving image with children and families. Illustrator Mary Jane Begin, shared her knowledge of the children's book market with aspiring creators.

Summer workshops for the young and young at heart offered lively opportunities for artistic discovery. **The Summer Art Club** engaged children in onsite drawing and painting as a tool for seeing, and **Create Together** offered hands-on, interactive parent-child experiences in the Museum's galleries. Outstanding illustrator and watercolorist Dennis Nolan explored the painting and image-making process with an enthusiastic, week-long, filled-to-capacity adult class. Teens rolled up their sleeves in **Got Ink? Comics and Graphic Novels**, a week-long look at the world of art and pictures with educator and graphic novelist, Tim Callahan.

Helping the Boy Scouts celebrate their 100 year anniversary, the Museum hosted more than 1,000 Scouts with a special one-day program—*Norman Rockwell and the Art of Scouting*. John Csatari and son Jeff Csatari discussed their recent book, *Norman Rockwell's Boy Scouts*, and many scouts earned the Rockwell Award patch.

Witness: The Art of Jerry Pinkney inspired **Witnessing History**, a powerful series of first-person performances reflecting upon the lives of three power-

ful African American women: Sojourner Truth, portrayed by Debra Zuill; Harriet Tubman by Gwendolyn Quezaire-Presutti; and Elizabeth Freeman, known as Mum Bett, portrayed by Tammy Denease Richardson which were enthusiastically received by visitors of all ages. Caldecott Medalist Jerry Pinkney joined us on several occasions to share his art and experience with teachers, students, and an appreciative public. His generous involvement made programs like **Teaching History Through the Arts** possible. This full day of lectures, tours, and workshops for educators inspired fresh consideration of the interrelationship between history, art, and music in the classroom. **Meet the Pinkneys** celebrated the creativity of Jerry's family, including his wife, author Gloria Jean Pinkney, and children's book creators Brian Pinkney and Andrea Davis Pinkney.

A new community initiative that created opportunities for civic dialogue on the important issues of our day was piloted during our **Four Freedoms Forums**, a series of "town hall" meetings focusing on health care, food, immigration, and renewable energy. We were very grateful to the many dedicated professionals who spoke at these engaging forums, and to the well-informed audiences who joined the conversation. The Museum created the Four Freedoms Forums with an advisory group of com-



munity members who worked with staff to make the series a success.

We cast a spotlight on the rich history of the Museum’s site and its surroundings this year. Well-received **Historic Property Walks** explored the Linwood Estate’s bucolic landscape and legacy before becoming home to Norman Rockwell Museum. In addition, a popular **Stockbridge Cemetery Walk** during Halloween week explored the historic burial ground and the lives of many prominent figures interned there—including Rockwell himself.

SCHOOL PROGRAMS, OUTREACH, & COLLABORATIONS

Interactive, curriculum-based programs for school groups, K-12, inspired students to explore language arts (Narrative and Nuance), studio arts (Art and Inspiration), and social studies (Moments in History) through original works of art by Norman Rockwell. Interrogative teaching methods, drawing as a tool for seeing, creative writing in the galleries, and close up encounters with historical artifacts relating to the works on view brought the Museum’s collections into focus for students and their teachers, who offered enthusiastic feedback about their experiences. Popular resource packets for educators, available on CD, and downloadable lesson plans, remained a popular way to bring

Norman Rockwell into the classroom.

In addition, Museum educators conducted a curriculum-based in-service program for Berkshire County art and music teachers that explored the ties between music and the visual arts, a productive collaboration that will continue this year. Colleges from around the Northeast brought students for advanced tours and behind-the-scenes discussions of our Archives that extended their classroom learning in illustration art, history, education, and women’s studies.

More than 200 students and their families attended the celebratory opening for our **25th Annual Berkshire County High School Art Show**, with children’s book illustrator Ruth Sanderson as the opening commentator who spoke passionately about her own path as a professional artist. This energetic installation presented two and three-dimensional artworks from students at **BArT Charter School, Berkshire School, Drury High School, Lee Middle and High School, Lenox Memorial High School, Miss Hall’s School, Monument Mountain Regional High School, Mount Everett Regional High School, Mount Greylock Regional High School, Pittsfield High School, St. Joseph Central High School, Taconic High School, and Wahconah Regional High School.**

The Museum’s collaborations with **Multicultural BRIDGE** continued to bring interactive programs promoting literacy, tolerance, healthy living, and respect for the environment to the regional youth. **Literacy Network of South Berkshire** joined us for a series of visits promoting literacy through art. **The Berkshire Choral Festival** and other outstanding cultural partners also shared their talents with Museum visitors.

Outreach visits to many schools, libraries, museums, and communities near and far brought the art of Norman Rockwell to a broad spectrum of organizations and their constituents. We visited **Manchester Community College, Norwich University, and Salem State University; Clifton Park/Half Moon Public Library and New Bedford Public Library; Mark Twain House and Museum, Minnesota Marine Art Museum, Ella Sharp Museum, and senior communities at Melbourne Place and Kimble Farm in Berkshire County, among others.** In addition, the Museum conducted programs at **Road Scholar**, formerly known as Elderhostel, in Tacoma Washington. Our own Curator of Education **Tom Daly** received a prestigious **Massachusetts Cultural Competency Award** this year for his dedication to community and his outreach endeavors.

ROCKWELL CENTER FOR AMERICAN VISUAL STUDIES

Norman Rockwell Museum is home to the Rockwell Center for American Visual Studies, the nation's first research institute devoted to illustration art. With the goal of advancing scholarship relating to published imagery, the Rockwell Center awarded its first Fellowships this year to Dr. Michael Lobel, Associate Professor of Art History in Modern and Contemporary Art, Criticism, and Theory, School of Humanities at Purchase College, State University of New York; and to S. Jaleen Grove, a Ph.D. candidate at the State University of New York at Stony Brook. Their research will be accessible to the public in the Archives and through programs presented at the Museum, to be made broadly available online. "Becoming an Artist: John Sloan, the Ashcan School, and Popular Illustration" is Dr. Lobel's subject of inquiry, and "A Cultural Trade: Canadian Commercial Illustration at Home and in the United States" will be explored by Ms. Grove.

The Rockwell Center's website features ongoing essays in visual culture, resources in illustration art,

information about blogs and partner institutions, and current news about the field. It is extremely popular—the site has had more than 236,000 visitors since February 2010, currently about 400 viewers per day. This year, the Center welcomed two new Illustration



Network Partners, the Center for Historic American Visual Culture of the American Antiquarian Society in Worcester, Massachusetts, and the National Scouting Museum in Irving, Texas.

This past year, the Center launched an annual Lecture Series to engage audiences with scholars, practicing illustrators, and bloggers and commentators. The program began with an outstanding lecture by Dr. Jennifer A. Greenhill, Assistant Professor of Art History, University of Illinois in Champaign, who presented *Imperiled Illustrators: J.C. Leyendecker and Norman Rockwell and the War at the Saturday Evening Post* to much acclaim. This summer, illustrator Peter de Sève discussed his work as a premier character designer for animation in conjunction with *"Ice Age" to the Digital Age: The 3D Animation Art of Blue Sky Studios*.

The Rockwell Center also mounted its first in a series of Distinguished Illustrator exhibitions honoring the unique contributions of outstanding contemporary visual communicators. *Elwood's World: The Art and Animations of Elwood H. Smith*, premiered February 19 through May 30, 2011.

advancement

Development income provides essential support for basic Museum operations and programs. It is with infinite gratitude that we continue to recognize our generous and loyal friends—our donors, individual and corporate members, foundations, corporations, and government agencies. With their contributions, and through the generosity of the Museum Trustees and National Council members, the Museum has been able to undertake important conservation and preservation activities under ProjectNORMAN, major national exhibitions, popular educational programs, and new initiatives such as the Rockwell Center's Fellows Program. This year, the Museum raised new

funds from a growing community of supporters large and small.

Grants

Grant funding represents a major portion of development revenue. Grants facilitate preservation and conservation efforts, underwrite exhibitions and programs, support general operations, and fund capital improvements and renovations. This past fiscal year, the Museum secured nearly \$400,000 in grant awards.

The Museum received two substantial federal grants from Save America's Treasures and the National Endowment for the Humanities to support conservation of rare, damaged full-scale drawings, posters,

and photographs, and digitization of unique videotaped interviews and documentaries illuminating Rockwell's life and career. Both projects help preserve important artwork and reference materials—ultimately making them available to the public through new exhibitions and publications. This preservation effort also is supported by a grant from Tourism Cares, while re-glazing of the iconic *Four Freedoms* oil paintings is supported by a grant from the Foundation of the American Institute for Conservation of Historic and Artistic Works, matched by a gift from James and Tina Potuto Kimble.

The Henry R. Luce Foundation awarded a grant to support the delivery and installation of Rockwell's painting,



The Problem We All Live With, in the White House for the summer of 2011.

Two foundations supported the 2011 summer and fall blockbuster exhibition *Ice Age to the Digital Age: The 3D Animation Art of Blue Sky Studios*: Time Warner Cable awarded a Connect A Million Minds grant for the exhibition's youth-centered programs, as well as for advertising. Greylock Federal Credit Union also supported the exhibition and its programs.

The Museum's major fall/winter exhibition, *Witness: The Art of Jerry Pinkney*, received a grant from the Max and Victoria Dreyfus Foundation, and additional support from Little Brown & Company, and Penguin Books USA. Berkshire Bank awarded a two-year

grant to support the Museum's School Education Program, while The Lehman Foundation awarded funding for the Rockwell Center for American Visual Studies' new Fellows Program, which offers competitive stipends to senior graduate-level students and scholars.

A Stockbridge Community Preservation Committee grant will help restore the marble steps of Linwood House, the campus' handsome 1859 "Berkshire Cottage," which houses administration offices and opens to the public for periodic history presentations, community meetings, art receptions, and more. An important historical and cultural resource to the Town of Stockbridge, Linwood was designed by the famous architect Calvert Vaux,

who designed New York's Central Park with Frederick Law Olmsted. Although restoration of Linwood has been ongoing, gradual deterioration of its marble stairs reached a critical point, making it a preservation priority. Work is scheduled to begin in FY2012.

Highland Street Foundation awarded a grant to support participation in *Free Fun Fridays*, a popular summer program promoting free admission on consecutive Fridays to cultural attractions throughout the Commonwealth; the Museum's July 22nd event drew more than 950 visitors. Massachusetts Cultural Council (MCC) awarded an operating grant through its Cultural Investment Portfolio initiative. Last fall, the Museum hosted a MCC

delegation site visit, which focused on Norman Rockwell Museum's public value. Site visits provide an open dialogue among stakeholders, create opportunities for networking, and encourage cultural leaders to advocate for increased investment in the arts at the state level.

Membership and Individual Giving

Museum membership and individual giving represent a substantial portion of our development income. This year, more than 1,850 members and donors made commitments totaling \$608,789. The number of new members increased by 31% over FY10, and membership renewals resulted in a 3% increase during the same period. Website membership enrollment increased by 34% this year.

The Museum continues to promote the popular North American Reciprocal Museums (NARM) program, which for our Illustrator's Roundtable members (\$125 and above,) provides membership privileges to more than 500 North American museums. This year, we saw a 25% increase in memberships and renewals with NARM.

Library memberships provide library members the ability to "check out" a free admission pass for up to two patrons at a time. Intended to provide more access to the Museum for those who might not otherwise afford admission, the program has shown a 43% increase in library pass visitation and a 14%

increase in library memberships, over FY10. The Museum has 91 library memberships from Massachusetts, Connecticut, New York, and Vermont participating in this program.

The Corporate Membership Program continued to be a challenge in FY11. The Museum is determined to maintain and build a strong base of business supporters, and is committed to revitalizing this important program. We appreciate the many ways in which the Berkshire business community supports Norman Rockwell Museum.

Special Events

The Museum is ever grateful to the following friends and Trustees who graciously hosted events during FY11 – Bobbie Crosby, Sally Hill Cooper, Richard and Mary Kelly, Hans and Kate Morris, and Mark and Betsey Selkowitz. These lovely events brought in new friends and donors, and helped deepen many of our existing relationships.

An exciting preview event was held in June to celebrate the opening of *Ice Age to the Digital Age: the 3D Animation Art of Blue Sky Studios*. The Ice Hot Party was a festive summer evening affair and included a tribute to award-winning illustrator, Blue Sky Studios' lead character designer and Museum Trustee, Peter de Sève. Our gracious sponsors, donors, and attendees helped make this a successful fundraising event for the Museum.

Off-site events with donors, Trustees, and National Council members included a private tour of *Telling Stories: Norman Rockwell from the Collections of George Lucas and Steven Spielberg* at the Smithsonian American Art Museum in Washington, D.C. last October and an opening event for *Norman Rockwell: Behind the Camera* at the Brooklyn Museum in December.

National Council

Members of the Museum's National Council are wonderful ambassadors for the Museum's mission in their home regions across the country and the world. Each year in September, Council members are invited to an annual weekend in Stockbridge to learn about our programs, share ideas, and advise on key strategies. In September, 2010, the Annual National Council Weekend theme was *Growing an Art Collection - Sustaining A Museum*, which included a private exhibition tour, a look at the Museum's recent illustration art acquisitions, attending the Annual Board Meeting, a review of the Museum's Master Plan, and several festive gatherings, including a farm-to-table farewell dinner with the best of the Berkshire's farms represented.

Many individuals, businesses, foundations, and government agencies contribute to the success of Norman Rockwell Museum each year and we honor and appreciate each of our donors.



finance & administration

The primary goal of the 2011 fiscal year was to continue to build a strong financial foundation for the future. The downturn in the national economy presented a significant challenge to produce revenues this year, and we anticipate much of the same in the years ahead. However, Norman Rockwell Museum has achieved a great deal of success in developing additional sources of revenue, while working diligently to maintain a very efficient and effective operation.

HIGHLIGHTS OF THE 2011 OPERATING YEAR

- Increased attendance by 6% from previous year.
- Generated over \$2.2 million in admissions income and net store operations from our nearly 130,000 visitors.
- Produced gross sales from our store website that surpassed last year's results by 20%.
- Generated over \$535,000 from Traveling Exhibition fees.
- Received over \$820,000 in memberships, contributions, and gifts from individuals and corporations from across the country.
- Paid off our long-term debt, which will position us securely for the future.

FINANCIAL STATEMENTS AS OF JUNE 30, 2011

CONDENSED STATEMENT OF FINANCIAL POSITION

Assets		Liabilities and Net Assets	
Cash and cash equivalents	\$ 58,155	Payables	\$78,495
Receivables	539,094	Line of Credit	300,000
Store Inventory	621,731	Deferred Income	625,223
Investments	2,846,312	Total Liabilities	1,003,718
Property and Equipment	<u>4,262,326</u>	Total Net assets	<u>7,323,900</u>
Total assets	\$ 8,327,618	Total Liabilities & Net Assets	\$ 8,327,618

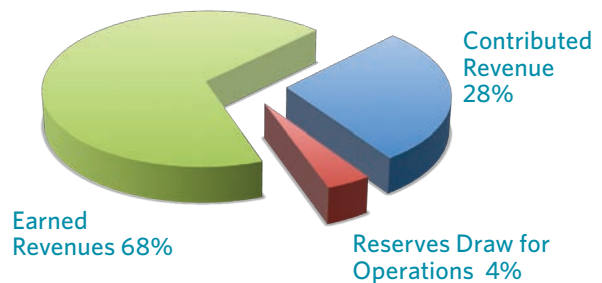
CONDENSED STATEMENT OF OPERATIONS

Operating Revenues		
Admissions Income	\$ 1,397,793	} 68%
Gross Profit from Store Operations	824,625	
Traveling Exhibition Fees	535,220	
Other Earned Revenues	102,228	
Contributions & Gifts	623,753	} 28%
Memberships	194,366	
Grants	389,600	
Reserves Draw for Operations	<u>148,140</u>	4%
Total Revenue	\$ 4,215,725	100%

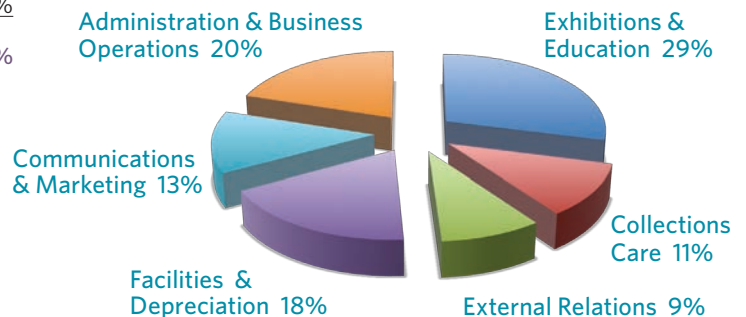
Operating Expenses		
Exhibitions & Education	1,302,994	29%
Collections Care	466,085	11%
External Relations	427,215	9%
Facilities & Depreciation	814,033	18%
Communications & Marketing	560,109	13%
Administration & Business Operations	<u>890,498</u>	<u>20%</u>
Total Expenses	\$4,460,934	100%

Change in net assets from operations	\$ (245,209)
Income from Investments	\$ 384,337
Net change in assets	\$ 139,128

revenues



expenses



The condensed statements of financial position and operations are derived from Norman Rockwell Museum's June 30, 2011 audited financial statements by Wolf and Co., whose report expressed an unqualified opinion on those statements. A complete copy is available upon request.

contributors & donors

Norman Rockwell Museum is grateful to the following donors for their generous support from July 1, 2010 through June 30, 2011.

\$100,000 AND UP

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Kelvin, Peter & Gregory Cross
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IN MEMORIAM:

John H. “Jack” Fitzpatrick (1923-2011)



Jack Fitzpatrick was known in many ways by many people: as a father, husband, businessman, patron, philanthropist, advocate, Senator, and friend, especially to his beloved wife Jane. Jack’s role in Norman Rockwell Museum’s history began with his long-time friendship with Norman Rockwell. A close personal friend to the Fitzpatricks, Rockwell frequented The Red Lion Inn, which was located across the street from his home on South Street in Stockbridge. The artist enjoyed visiting with Jack and Jane, and regularly entertained guests at the Inn, which the Fitzpatricks lovingly restored and used to house their flagship Country Curtains store.

The Fitzpatricks also served as models for Rockwell. Pert and pretty, Jane posed as Becky Sharp, the anti-heroine from William Makepeace Thackeray’s novel *Vanity Fair*; and Jack played the part of her handsome suitor. Photographs of the couple’s posing (found in the Norman Rockwell Museum Archives) record a young and attractive couple, who had recently relocated to Stockbridge to make their home, and breathe new life into the Inn, a historic town centerpiece.

In 1969 The Red Lion Inn reopened under the Fitzpatrick ownership, and the Old Corner House opened its doors. Jane and Jack were among the founding friends and patrons who saved this historic home which later became the Norman Rockwell Museum. Jane served on the Board of Trustees, but it was Jack who was the ardent art fan—he even commissioned Norman Rockwell to do an elegant portrait of Jane. During this period in Rockwell’s life, he began issuing limited edition signed prints of his iconic paintings, and Jack was avidly acquiring a collection of every title. Many of these prints would eventually grace the walls of the Inn, residing in guest rooms, hallways and decorating his office. In time, he began to collect original paintings—he was a true connoisseur of Rockwell’s work.

Without the Fitzpatricks, Norman Rockwell Museum would not be the museum it is today. They have, in fact, been generous patrons of the Museum for over forty years. The new museum building’s main barrel vaulted gallery is named for the Fitzpatrick

Family, and Jack even hosted the Annual Red Lion Invitational Golf Tournament each year as a fundraiser for the Museum. That’s the nature of this couple—dedicating their work and philanthropy, their company executives, and personal resources to make the community a better place.

From education to theatre, music and art, Jack and Jane were there—setting the example, the leadership pace, investing in Stockbridge and the Berkshire community to preserve the region’s grace and history. In time, numerous additional buildings in the center of town joined the Inn as gracious accommodations, and Blantyre was reborn under the loving attention to detail of Jane and her daughter Ann Fitzpatrick Brown. Jack often stayed in the background. It was Jane who served on the Museum board, Berkshire Theatre Board, Boston Symphony Orchestra Board; and later her daughters Ann and now Nancy, current owner of the Red Lion Inn, who has put her own creative flair to work for the Inn and many Berkshire artistic businesses and artists. Nancy also serves on the Museum’s National Council.

It is difficult to imagine Norman Rockwell Museum without Jack Fitzpatrick and his family. We are a community museum, built by the citizens of Stockbridge in response to the public demand to see Rockwell’s artwork. Jack and Jane believed in the Museum, as friends of Norman Rockwell and Henry H. Williams, Jr., another early leader, who served as treasurer of the Museum for many years. During my 25 year tenure as Director of the Museum, I have been mentored, educated and supported by Jack and Jane at every turn. Somehow we all thought this day would never come—that Jack was an immortal giant, in heart and mind. The passing of the Senator marks the end of an era, and leaves a legacy that will inspire the same kind of civic-minded leadership and philanthropy that is the hallmark of the entire Fitzpatrick family.

Our hearts go out to Jane, his beloved wife, friend and partner of 67 years; and his daughters, Nancy and Ann. Norman Rockwell Museum cherishes your friendship.

Laurie Norton Moffatt

IN MEMORIAM:

Allen Bell (1944 - 2011)

Norman Rockwell Museum, Manager of Safety and Warehouse



Allen, "engineered" the annual holiday train and village display.

Norman Rockwell Museum has lost a dear friend.

Allen Bell, Manager of Security and Warehouse, looked out for us all. He would have celebrated his 15th anniversary with the Museum on September 24th, 2011. Sadly, he died unexpectedly at home just before we were to commemorate his anniversary.

Rarely have I known anyone who reached across the Museum to every staff member, and every volunteer. Whether calling to see if you made it home safely on a stormy night; brushing off windshields on a snowy winter's eve; checking on you when you were working late and a last security call had not yet come through; or just sending a little humorous pick-me-up, Allen took care of us all.

Allen had a marvelous sense of humor. Right when you needed it the most, a little joke would arrive. I used to wonder where he found his jokes. "The children's magazine *Highlights*" he told me one day. "I read them at the doctor's office."

Allen began work at the Museum as a distribution assistant 15 years ago on September 24, 1996. He was promoted to manager of warehouse and fulfillment in February 1998 and was so dedicated to the Museum that he was promoted again in 2002 to warehouse and safety manager. He led the annual safety training of all staff and was an active leader in our emergency preparedness planning. One of his most recent responsibilities was overseeing the Museum's safety during Tropical Storm Irene.

Allen was the go-to guy. Over the years, any obscure request that arose, we needed to look no further. Allen could locate things no matter how hard they were to find. His warm humor carried us through many a tight situation, but in cases of real emergency, his years of training and drilling our staff in preparedness, carried the day. His caring dedication to the Museum always left us feeling like we were in good hands.

He was an important part of our museum family and will be dearly missed.

Laurie Norton Moffatt

COVER President Barack Obama, Ruby Bridges Hall, Norman Rockwell Museum Director Laurie Norton Moffatt, and Museum President Anne Morgan, view Norman Rockwell's *The Problem We All Live With*, hanging in a West Wing hallway near the Oval Office, July 15, 2011. Official White House Photo by Pete Souza. Courtesy The White House. All rights reserved.

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