“How do I use the museum? I take my students here, I write here, I research here, I eat ice-cream here, I buy vintage postcards here, I give presentations here, and now, I can say, I also host trivia nights here. That’s my kind of museum. A mothball free museum. Because this is a lively place, a vibrant place, and a place that makes our community richer by its presence.”

- BJ Hollars, Local Author & Assistant Professor of English at UW-EC
FROM THE DIRECTOR

At the very first board meeting of FY18, the Board of Directors approved a new museum logo. That launched a rebranding project which fed into a website upgrade and now, a new annual report format. This year’s annual report provides numbers for those who like data and images for those who like visuals. Word people may be a bit disappointed, as there are fewer words this year, but detailed reports about any department are available upon request.

Website, programs, partnerships, local grants, and membership – these were this year’s successes. The website overhaul brought the museum into the 21st century by making our site mobile-friendly. By next year, another website upgrade will make it possible for people to donate, register for programs, and renew memberships online. There was quite an uptick in private event use of the museum’s spaces and our partnerships continue to expand. We are still sorting out the changes resulting from the membership program update, but there are now 46 Triple Play members who have family memberships at the Chippewa Valley Museum, Children’s Museum of Eau Claire, and Beaver Creek Reserve.

Weather, attendance, and staff changes – these were this year’s challenges. Thunderstorms forced the Fourth of July Fun Fair inside and caused attendance to drop by 1,000 and revenue to fall short of budget by $3,500. Weather impacted the attendance at a number of programs and outreach events, and general admission was down compared to 2017. Lower attendance translated into decreased admission revenue. But the greatest challenge of all was having two full-time staff members with 47 years of combined experience reduce their hours to 50%, then a retirement in August. Another part-time staff member with 18 years of experience also reduced her hours.

Three new staff members have brought new ideas, new energy, and new connections to the museum. Much work is planned for next year, from two traveling exhibits to a short-term exhibit to new special events to planning for a new Object Theater. The museum will need a lot of energy to make things happen, and we will need your help. Thank you for a good 2018.

Carrie Ronnander
Museum Director
All-day events and special functions increase the museum’s presence in the community and offer fun social experiences. We put on 6 major events.

**Holiday Toy Trains**, November-December. With a 7.2% increase in attendance over 2016, this annual show welcomed 1,803 visitors over 17 days.

**Fiber Arts and Folk Life Festival**, February. Now in its 9th year, this day-long celebration included 38 demonstrators and vendors throughout the museum. 220 visitors came to watch, listen, try, and explore all things fibery and artsy.

**60s Dance Party**, April. A crowd of 193 came out to The Florian Garden to dine and dance to the rock ‘n roll music of The Thundermen and raise $16,201 for the museum.

**After Dark Series**, October, May, June. The L.E. Phillips Memorial Public Library, Chippewa Valley Museum, and Paul Bunyan Logging Camp Museum each hosted themed after-hours events to raise awareness of our organizations. Combined, 381 individuals participated.

**Fourth of July Fun Fair**, July. Thunderstorms didn’t stop 1,450 people from being part of this annual tradition, but weather did cut attendance by 1,000 from the year before.

**Local Trivia Night**, August. 6 teams went head to head to see, “Who Knows the Chippewa Valley Best?” The night’s winner was the Volume One team, followed by a museum-member team from First Congregational Church. The event raised over $2,800 for museum programs.
Programs & Education

A robust calendar with 152 program days brought the museum out into the community and brought audiences to the museum seeking new experiences. Over half of the museum’s 2018 attendance (57%) came from people attending programs or participating on field trips. Programs ranged from vintage skills classes to the 9th annual Fiber Fest and Folk Arts Festival to a Women’s History Month lecture series.

Biking Into History tours, funded by a Mayo Hometown Health Grant, led 137 participants on two separate bicycle tours and one architectural walking tour. Two more tours were planned for early FY19.

The Kaleidoscope Program offered 6 summer classes for elementary students and four classes for preschoolers. A partnership with the Eau Claire Area School District made it possible to offer morning and afternoon classes to 193 grade school children.

A museum booth at the UW-Eau Claire International Folk Festival shared a Harvesting Traditions slideshow, historic food prep artifacts, and hands-on activities with 195 visitors.

Groups from 43 Communities Visited the Museum

5079 individuals, preschool through adult, visited the museum in 133 groups. In total, the museum provided 7,853 hours of Education Services. Docents (museum teachers) led 5,989 of these hours.

Abbotsford *  Elk Mound  Merrill
Alma  Elk Mound  Mondovi
Altoona  Fall Creek  Neillsville
Arcadia  Flambeau  Osseo-Fairchild
Augusta  Galesville-Ettrick-Trempealeau  Owen-Withee
Baldwin-Woodville  Gilman  Prairie Farm
Black River Falls  Glenwood City  Rice Lake
Bloomer  Grantham  River Falls
Bruce  Hayward *  Roberts
Cadott  Hudson *  Sparta *
Chippewa Falls  Knapp  Spring Valley
Cochrane-Fountain City  Loyal  Stanley-Boyd
Downsville  Luck  Whitehall
Durand  Marshfield  *= furthest points in
Eau Claire  Medford  the cardinal directions
Menomonie
The Chippewa Valley Museum provides a space for others, works with partners to extend programming, and goes out into the community to share museum resources. Businesses, individuals, organizations, and government agencies rented the LE Phillips Memorial Auditorium, Charter Bank Room, and the Schleglemilch House for training, wedding and baby showers, fitness classes, family reunions, fundraisers, holiday parties, and even a Celebration of Life event. Staff and volunteers brought museum programing off-site to bicyclists, music concert attendees, university students, sewing guild members, families visiting the public library, and seniors learning in retirement.

**Monthly meetings**

- Adventures in History Book Club (partnership with L.E. Phillips Memorial Public Library)
- Aging and Disability Resources Center of Eau Claire (ADRC)
  - Memory Café
  - Eau Claire County Dementia Coalition (quarterly)
  - Brain & Body Fitness
- Chippewa Valley Railroad Association
- Clearwater Fiber Guild
- Genealogical Research Society of Eau Claire
- Historic Preservation Foundation
- Tree City Guild of Rug Hook Crafters

**Sampling of Partner and Private Events at the Museum**

*Chippewa Valley Book Festival Luncheon*, with award-winning author Kathleen Ernst.

*Reading Partners* annual open house for university student volunteers and their elementary-age reading partners.

*Brain and Body Fitness* group exercise class taught by YMCA staff for people with mild to moderate Alzheimer’s disease and related dementias, 2x a week for multiple 12-week sessions.

*Sounds of Eau Claire History Harvest*, coordinated by the UW-Eau Claire history department. Over a hundred people brought music-related collections to be digitized by students. These collections can be viewed at [soundsofeauclaire.omeka.net](http://soundsofeauclaire.omeka.net).

*Eau Claire Area School District Third Grade “Adventures in History” Field Trips*. As part of the school district's curriculum, all third graders visit the museum in a day designed in cooperation with school district staff.

*Holiday Toy Trains*, 384 ft² of operating toy trains in association with the Standard Gauge Module Association.
One of the most visible ways the Museum meets its mission is through exhibits. UW-Eau Claire students curated their own exhibit called Making Meaning and installed it in the Ayres Associates Gallery. Funding from the Wisconsin Arts Board produced videos about regional folk musicians that are available on the museum’s website, cvmuseum.com. Chippewa Falls High School students involved in the extracurricular American Club produced digital posters on the histories of Irvine Park and Carson Park, also available on our website. Planning is underway for a motorsports racing exhibit (summer 2019) and an off-site exhibit on Hmong history and culture (Eau Claire Hmong Mutual Assistance Association, 2019).

**Long-Term Exhibits**

*Changing Currents: Reinventing the Chippewa Valley* (2014), Barland Gallery  
*Farm Life: A Century of Change for Farm Families and Their Neighbors* (2004), Rural Heritage Wing  
*This Day* (2005), Farmhouse Object Theater

**Traveling Exhibits**

*City of Bridges*, Family Day Downtown  
*Hmong in America*, private rental (x2)

**Short-Term Exhibits**

*Making Meaning* (2018), Ayres Associates Gallery  
*Harvesting Traditions* (2017), Post-Script gallery  
*History Quest* (2010), Children’s Gallery  
*Eau Claire by Air* (2014),  
*L.E. Phillips Memorial Auditorium*

**Online Exhibits and Videos, new in 2018**

*Nyckelharpa: A Traditional Swedish Instrument*,  
www.cvmuseum.com/explore/virtual-exhibits  
*Parks in the Chippewa Valley*,  
www.cvmuseum.com/explore/student-projects
Collections

The CVM artifact collection contains 23,028 objects, including 179 new objects donated in 2018. UW-Eau Claire intern Rachel Lange helped to process new collections, install a case display, and clean objects. Notable new donations:

- Wooden door from Room 408, Hotel Eau Claire
- Signal flag, trophies, and photos from the estate of Herm Johnson, famed local racecar driver
- Music and framed collage of the Four Teens, a local barbershop quartet that won the 1952 International Barbershop Quartet Championship while serving in the Air Force
- Collection basket, plates, and flatware from First Baptist Church in Eau Claire which celebrated its last service March 11, 2018, 157 years after its founding

The museum’s largest artifact is its 1871 Historical Schlegelmilch House. The museum hired separate contractors to shingle and paint the house. The painting project also included removing and painting 41 storm windows. Maintenance funds in the Chippewa Valley Museum Foundation’s Schlegelmilch House endowment were used to cover the $42,110 expenses in full.

Library and Archives

The library and archives responded to 142 research and 44 requests to reproduce images from our historic photograph collection. As of September 2018, collections consisted of 4,912 archival items, 19,609 cataloged photographs (18,437 of which are digitized), and 1466 books. UW-Eau Claire intern Hayden Yokes helped to process archival collections, including:

- Local music teacher Harold Konrad’s music compositions, some in Braille, dating between 1916-1981
- The Michael Perry Papers, two record cartons of original manuscripts and publication correspondence from local author Michael Perry
- Eau Claire Ski Club and Flying Eagles scrapbooks, 1957-1974

Volunteers also continued to index the newspaper and research files, scan photographic prints and tintypes, index and transcribe the oral history collection, and catalog books and photographs.
22,023
Adults: 15,339
Children: 6,684

*Fun fact:* More visitors attended the Holiday Toy Trains than came to the Fourth of July Fun Fair

950
New: 129
10+ years: 493
25+ years: 230
45+ years: 12

*Fun fact:* Over half of the museum members have been members 10 years or more

8043
Total Hours

317
People

*Fun Fact:* At minimum wage these hours total $58,311.75, and our volunteers are worth much more
23,028

19,609

4,088 Students

104 Workshops, Lectures, Outreach, etc.

7,520 Attendees

51 Rentals for $5,843

$11,239 Dollars Sold
Grants & Sponsorships

Grants Awarded in FY18

M3 Insurance: Picture of Health support $500  
Eau Claire Community Foundation: Women’s Giving Circle Preschool Activities in Exhibits $5,000  
Eau Claire Community Foundation: Website, phase 2 $6,707  
Eau Claire Morning Rotary: Preschool activities in Exhibits $500  
Edward & Hannah M. Rutledge Charities, Inc.: Chippewa County School/Youth Field Trips $2,500  
Rotary Club of Eau Claire: Projector & Audio System project $500  
US Bank: General Operating Support $1,000  
Wisconsin Arts Board: Hmong Today, fieldwork and exhibit $5,240  
Xcel Energy Foundation: Engaging Millenials $3,500

Grants Awarded in Previous Years and Continued in FY18

Eau Claire Community Foundation: Projector system, exhibit materials (2 grants) $8,278  
Mayo Clinic Health System Hometown Grant: History bike tours, bike rack $9,000  
Wisconsin Arts Board: Musical Identities, fieldwork and video $3,750

Corporate Sponsors

Heritage Fundraiser: Banbury Place, BMO Harris Bank, Northwestern Bank, Peoples Bank Midwest, Royal Credit Union, Trust Point, WESTconsin Credit Union, Williams Diamond Center, Wisconsin Public Radio


Fourth of July Fun Fair: Banbury Place, Charter Bank, Festival Foods, Royal Credit Union

Holiday Toy Trains: Xcel Energy, WESTconsin Credit Union, Volume One

Pancake Breakfast: Festival Foods

General: Charter Bank, Chestnut Consulting
## Income Statement

### Income

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<thead>
<tr>
<th>Income</th>
<th>FY18</th>
<th>FY17</th>
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</thead>
<tbody>
<tr>
<td>City/County</td>
<td>$97,804</td>
<td>$100,245</td>
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<tr>
<td>Memberships</td>
<td>$78,723</td>
<td>$76,969</td>
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<tr>
<td>Earned Income</td>
<td>$82,221</td>
<td>$77,502</td>
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<tr>
<td>Gifts</td>
<td>$39,039</td>
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<tr>
<td>Grants</td>
<td>$63,862</td>
<td>$89,377</td>
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<td>Investments</td>
<td>$74,858</td>
<td>$34,751</td>
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<td>Special Events</td>
<td>$32,139</td>
<td>$36,323</td>
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<td><strong>SUBTOTAL</strong></td>
<td><strong>$468,646</strong></td>
<td><strong>$456,498</strong></td>
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<tr>
<td>Carryover Funds</td>
<td>$20,781</td>
<td>$41,462</td>
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<tr>
<td>Borrowed</td>
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<td><strong>TOTAL</strong></td>
<td><strong>$474,427</strong></td>
<td><strong>$497,960</strong></td>
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### EXPENSE FOR

<table>
<thead>
<tr>
<th>Expense</th>
<th>FY18</th>
<th>FY17</th>
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<tbody>
<tr>
<td>Personnel</td>
<td>$261,053</td>
<td>$249,854</td>
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<td>Operations</td>
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<td>Schlegelmilch House</td>
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<td>Programs</td>
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<td>Grant Programs</td>
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<td>Retail</td>
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<td>Special Events</td>
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<td>Miscellaneous</td>
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<td><strong>SUBTOTAL</strong></td>
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<td><strong>$454,530</strong></td>
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<tr>
<td>Fixed Assets</td>
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<td>Loan Repayments</td>
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<td>$0</td>
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<td><strong>TOTAL</strong></td>
<td><strong>$504,513</strong></td>
<td><strong>$461,510</strong></td>
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<td><strong>NET</strong></td>
<td><strong>($30,086)</strong></td>
<td><strong>$36,450</strong></td>
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Note: Figures are derived from internal financial statements. Outside review will begin in November 2018.


**INVESTMENTS & DONORS**

Membership gifts and dues are the largest source of operation support for the museum. The Chippewa Valley Museum Foundation (CVMF) is a nonprofit 501(c)(3) that oversees management of the Museum’s endowments and other investment funds. CVMF distributed $32,346 for museum operations and program last year.

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### Gifts $1,000+

- Dean Arnold, endowment
- Louis G. Arnold, endowment
- Banbury Place Inc.
- Kris Becker and Mark Vollendorf
- Ken and Vicky Berg, corporate matching gift
- Joe and Bobbie Bradley
- Brian and Mary Blakeley
- Tom and Mary Burt
- Chippewa Valley Energy
- Laurie, Andrea, and Jacob Gapko, endowment
- Julie and Pieter Graaskamp
- Sarah Harder
- John G. Kinney
- Marvin Lansing, endowment
- Vicki Lord Larson, in-kind
- McDonough Manufacturing
- Dan Perkins
- Royal Credit Union
- Jeff and Katy Stevens, endowment
- Shannon and Timothy Young

### Gifts $500-$999

- Ayres Associates
- Janice Ayres
- Richard and Sara Baer
- John A. Bowman
- Thomas L. Bruckner
- C&M Properties and Construction, Inc.
- Judy Devine
- Eau Claire Press Co.
- Mrs. Don Etnier

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**At the end of FY18**

**CVMF assets were valued at $814,669**

*(Gifts $500-$999 Continued)*

- Tom and Libby Gillett, In honor of Employees of Indianhead Food Services
- Vicki and John Graaskamp
- Mary C. Harmon
- Dr. Donald Hoff
- David and Jayne Kulberg, corporate matching gift
- Lasker Jewelers
- LE Phillips Family Foundation Inc.
- Market & Johnson
- Mason Companies Inc.
- Don Mathison
- Mayo Clinic Health System
- Susan M. McLeod
- Nestle Nutrition
- Candice Odeen
- Bonnie Owens
- Jane Pederson and Ron Mickel
- Jerome and Kathryn Reinecke
- William Sather
- Judith Schilling
- Jerry Shea/Heidi Atkins, Cooper and Kiki
- Kathleen and Donald Weber
- Drs. Ben and Lori Whitis
- Dave and Becky Wood
- Helen and Norb Wurtzel
- Xcel Energy
- Thomas and Sheila Zahorik
Staff

Angela Allred, Program Coordinator (started February ‘18)
Dorie Boetcher, Finance Manager
Dondi Hayden, Facilities Manager (through August ’18)
Karen Jacobson, Educator
Olaf Lind, Communications Specialist (started October ’17)
Steve Montana (started July ’18)
Liz Reuter, Archivist
Carrie Ronnander, Director
Kathie Roy, Assistant Curator
Jill York, Operations Manager

Chippewa Valley Museum Board

Jenny Blaeser, Inclusa
Samantha Forehand, Realityworks
Pieter Graaskamp, Documation, president
Melissa Jones, CCFBank, treasurer
Chuck Lindvig, retired
Donella Magadance, retired, Peoples Bank Midwest
Heather Ann Moody, Ed.D., UW-Eau Claire American Indian Studies
David Oldenberg, Eau Claire Area School District
Travis Schroeder, Ayres Associates
Becky Seelen, Security Financial Bank
Jerry Shea, Market & Johnson Inc, vice-president
Jeff Stevens, Chestnut Consulting
Sue Thomas, Crusts Unlimited
Karen Tomesh, Commonweal Development Corp
Shannon Young, secretary

Chippewa Valley Museum Foundation Board

John Frank, retired, Chippewa Valley Technical College
Craig Falkner, Veracity Capital Management
Douglas Hoffer, City of Eau Claire, president
Kent Martinson, Charter Bank Investment Services
Julie Thoney, Xcel Energy, vice president
Debbie Gough, retired, UW-Eau Claire
Hannah Walsh, CliftonLarsonAllen Wealth Advisors LLC
Mark Willer, WESTconsin Credit Union, secretary-treasure
Hours
Tuesdays 1-8 p.m.
Wed. - Fri. 10-5 p.m.
Saturday 10-5 p.m.

Regular Admission
Museum Members: Free
Non-Members: Adults $7
Students with ID $4
Ages 5-17 $4 • Under Age 5 Free
FREE Tuesday evenings

Contact Us
1204 E. Half Moon Dr.
PO Box 1204
Eau Claire, WI 54702
info@cvmuseum.com
(715) 834-7871
www.cvmuseum.com

November 23
Holiday Toy Trains Open

Dec 1
Gingerbread House Contest Judging

February 16
Fiber Arts and Folk Life Festival

March 1
Heritage Fundraiser: Singing in the Band at The Lismore

April 6
Spirited: Prohibition in America traveling exhibit opens