

# WILSON REVIEW

A PUBLICATION OF THE WOODROW WILSON PRESIDENTIAL LIBRARY AND MUSEUM

## Celebrating the 100th Mother's Day

This spring, the WWPL will host a new, temporary exhibit celebrating the 100th anniversary of Woodrow Wilson's Mother's Day proclamation of 1914. To enhance this effort, the Library has joined forces with Hallmark to create two unique exhibits, one in Staunton and one in Kansas City at the Hallmark Visitor's Center. Both will discuss the evolution of the holiday through the years and each will highlight unique objects from the two collections. Visitors will be able to see original cards and artwork spanning many decades.

Wilson's role in the creation of this national holiday is little known, but helps to illustrate the impact he has on everyday aspects of life today. Spearheaded by Anna Jarvis, a graduate of Augusta Female Seminary (now Mary Baldwin College) in Staunton, the holiday was intended as "a public expression of our love and reverence for the mothers of our country." Support for such a proclamation was passed by Congress on May 8, 1914, and the very next day President Wilson issued the order designating May 10th, 1914 and every subsequent second Sunday of May as Mother's Day.

In conjunction with the exhibit, the Library will be offering a very special Mother's Day tea on May 10th, the Saturday before the holiday. This event will be a distinct opportunity for mothers and children to take part in a tea, complete with sweets and savory foods with the added bonus that it will take place 100 years after the first national Mother's Day. For more information and reservations contact Susan Laser at [museumeducator@woodrowwilson.org](mailto:museumeducator@woodrowwilson.org).

The exhibit will officially open on April 11, 2014.



# From the President's Desk



When an opportunity presents itself, it is important for a non-profit organization to share with its members and donors just what their support means to an institution like the Woodrow Wilson Presidential Library. Such an occasion occurred a few weeks ago when the senior staff of the Library met for its annual planning retreat. This is the time when we look at all the WWPL programs and activities in order to determine what has been successful, what needs to be changed, and what possibilities for new programs and strategies need to be explored.

Each department head listed the programs and activities they regarded as the most successful and explained why—what our Chief Operating Officer named the “Library’s Wall of Wonder.” Upon reflection, I came to the conclusion that the accomplishments of this small, but dynamic, team combined with the support of an engaged Board of Trustees, was something that should be shared with all of our members so you may see how your dollars are being put to use. What follows is a list of more than a dozen items that made up our “Wall of Wonder” for the calendar year 2013.



- (1) The Library launched a new and more user-friendly website in 2013, thanks to the generous support and expertise of Bulldog Creative Services.
- (2) The Opie Visitors Orientation and Communication Room opened in the Smith House. It features a new ten minute film on the life of Woodrow Wilson and highlights the visitor experience at the Presidential Library.
- (3) The first annual antique appraisal event, held in conjunction with Bonhams Auction House, brought in more than 100 guests with items for appraisal.
- (4) The Archives and Collections departments established the “White Glove Access” program. The program, held three times per year, features significant items from the Library’s collections.
- (5) The new interactive Pierce-Arrow exhibit, housed in the newly named Robertson Hall, was designed, installed and opened to many positive reviews, thanks to the generous support of private foundations and individuals.
- (6) The Museum’s temporary gallery housed two popular temporary exhibits—*President Electric* and *The Art of First Lady Ellen Axson Wilson: American Impressionist*.
- (7) Visitors are now greeted by new site signage throughout the Presidential Library grounds, thanks to a grant from the Beirne Carter Foundation.
- (8) The Education Department experienced a significant increase in the number of school group visits and educational outreach programs in 2013.
- (9) Visitor Services noted a strong increase in the number of group tours and bus tours in the 2013 calendar year.
- (10) Our generous donors allowed us to match the \$98,000 Cabell Foundation challenge grant for capital improvements to the Presidential Library.
- (11) Campers enjoyed the “Journey Into History” Summer Camp. Two week-long sessions were held on the Library grounds, with both weeks at capacity enrollment.
- (12) More than 400 visitors toured the Manse and Museum during the four hour Annual Birthday Celebration event. Visitors enjoyed the new format and we earned much-needed revenue by charging reduced admission to non-members.
- (13) The Presidential Library hosted two highly successful events featuring *Wilson* author, A. Scott Berg. The first was held at the Rotunda at the University of Virginia in Charlottesville, and the second took place in Staunton with a record crowd of over 200 attendees for the Annual Luncheon.

While this is by no means the complete list, it is so important to point out that it was the resources provided by you, our members and donors that made these successes possible. On behalf of the entire staff and Board of Trustees of the Woodrow Wilson Presidential Library Foundation, we want to thank each and every one of you for your continued interest, engagement, and support. I assure you that we are committed to building on these successes.

Don W. Wilson  
President and CEO



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## 2013 Annual Luncheon with Scott Berg

**O**n November 8, 2013, the Woodrow Wilson Presidential Library hosted author A. Scott Berg at a packed Annual Luncheon held at the Stonewall Jackson Hotel and Conference Center. The Pulitzer-Prize winning author gave a heartfelt reflection on his time studying Woodrow Wilson and what his biography *Wilson* has to say to politicians, history lovers, and ordinary citizens one hundred years after he was in office. Berg also urged the approximately 200 attendees to continue to support organizations like the WWPL that preserve and celebrate our history. Thanks to our sponsors including StellarOne, Stonewall Jackson Hotel and Conference Center, and Mid Valley Press for their support.

The night before on November 7, 2013, Mr. Berg spoke to a select group at the Rotunda of the University of Virginia in Charlottesville. Guests at this event received signed copies of *Wilson*, and had a delightful evening celebrating the life and legacy of our 28th President. WWPL board members Linda Perriello, Mike Dickens, and Gordon Stewart organized this event with the support of our sponsors. Thank you to everyone who attended and made these events such a success.



large photo, left:  
Surrounded by the beauty of the UVA Rotunda, A. Scott Berg reflects on Wilson to an enthralled audience.

small photo, top:  
2013-2014 WWPL Board of Trustees

small photo, bottom:  
2013-2014 WWPL Staff

RETURNING THIS SUMMER:

Our Antique Appraisal Show in partnership with Bonham's Auction House. More information to follow.

Bring your treasures and see what they are worth.

A WILSON TAKE ON

ANTIQUES  
ROADSHOW



20 North Coalter Street  
Post Office Box 24  
Staunton, Virginia 24402-0024

(CHANGE SERVICE REQUESTED)

NON-PROFIT ORG.  
POSTAGE AND FEES  
**PAID**  
WOODROW WILSON  
PRESIDENTIAL LIBRARY

# Upcoming Events

**APRIL 4, 2PM**

Object Tour

**APRIL 9, 7PM**

Life in the Trenches:  
The Soldier's Life in the  
Great War

**APRIL 11**

Opening of  
Mother's Day exhibit

**MAY 2, 2PM**

Object Tour

**MAY 10, 11AM & 1PM**

Mother Daughter Tea

**JUNE 6, 2PM**

Object Tour

**JUNE 14, 8AM**

Flag Day 5k

**JUNE 16-20**

Journey Into History Camp



# Google comes to the Library

On February 26th, a team from the Virginia Foundation for the Humanities visited the WWPL and spent the morning walking through the Museum and Birthplace Manse. They would walk a few feet, stop, take 360° of pictures, then walk another few feet, a process which continued for several hours. While this may sound like an odd way to spend a visit, they were doing so in cooperation with the tech giant, Google. Many will know of the unique opportunities provided by Google Street View, allowing a person to travel streets all over the world from the comfort of their own home. That project has recently expanded beyond typical roads to encompass national parks, historic sites, and works of art, and it will soon include the WWPL.

VFH's involvement stems from their ongoing project, the Encyclopedia Virginia, an online resource designed to be an "authoritative and user-friendly resource on the history and culture of Virginia." To further that end, teams have travelled across the Commonwealth, using Google's technology to document the wide variety of historic sites. One of the first sites to be visited was Thomas Jefferson's Poplar Forest near Lynchburg. That tour, which is currently available through Google Maps, greatly expands the site's internet presence and furthers its educational mission, both of which the Library hopes to emulate.

Beyond boosting the Library's online presence, this effort will



also provide new teaching and outreach opportunities. Using this technology as a resource, teachers can prepare their students for fieldtrips and groups with limited mobility will be given new ways to experience the site. This will enhance the visitor experience and help attract more guests as well, for though the photographs will have a great amount of detail, exhibit text and panels will not be legible. By reaching a wider audience through the internet, the WWPL can continue to further its mission into the 21st Century.

The VFH hopes to have the WWPL tour available online in the early spring.

## New Education Programs

Our museum educators have been hard at work this winter creating two new programs that appeal to everyone from school age children to retirees. The first new program is *Tea and Trivia* where participants can enjoy an afternoon of fun challenging their knowledge of presidential trivia, creating marbled greeting cards, and tea with Edith Wilson's teacake recipe. This program is ideal for groups of 10-16 and costs \$15.00 per person.

The second new program, *Hats off and Hello*, on Sunday, March 30 from 2:00-4:00pm is offered in conjunction with Augusta County Parks and Recreation and suggested for children ages 7-13. Participants will learn the simple steps to mastering a positive first impression — a skill they can use both now and throughout their life-times. They will be further equipped for a most awesome introduction and able to express their artistic skills by creating a top hat or bonnet suitable for a most awesome introduction.

To schedule your group for *Tea and Trivia* or sign-up your child for *Hats Off and Hello*, contact Susan Laser at [museumeducator@woodrowwilson.org](mailto:museumeducator@woodrowwilson.org).

## Woodrow Wilson 157th Birthday Celebration

On Saturday, December 28th, 2013, four hundred people stopped by to celebrate President Wilson's Birthday at our annual open house which featured tours of the Manse,

refreshments in the gift shop, and time to peruse the museum exhibits. Members of the Pierce-Arrow Committee were on hand to discuss Wilson and his car. While the adults toured the museum and the Manse, Museum Education Coordinator, Heather Sutton led activities for the



children that involved decorating their own Victorian treasure box to take home. Staff worked alongside our dedicated volunteers that included Kennon Bowen, Phoebe Brannock, Denise Cotter, Paige Honbarrier, Suzy Huston, Madelyn Kim, Isa Kivlighan, Kathy Lafon, Addison Philpott, and Megan Zook. Wilson's birthday celebration has become a traditional part of the holiday scene in Staunton, and the staff looks forward to seeing many familiar faces on this day. Even though we charged a small admission fee, this year was no different, and it was truly a day to celebrate Woodrow Wilson!



### Victorian Valentine Celebration and Tea

On Saturday, February 1st, we held our annual Victorian Valentine Celebration and Tea with over 50 children participating. This year's activities featured light-hearted love stories as told by the dynamic duo of Joan and Mack Swift, a taffy pull to acquaint young people with an authentic experience of the past, and a craft marblizing a cover for an autograph book. The event concluded with the ever popular three course tea featuring savories, scones, and beautifully decorated cookies. This year's party favor was a tea infuser, a staple in every Victorian home.

### NEW DONATION ACQUIRED BY ARCHIVES



The Library and Archives recently received a donation from Mr. Dan Ruff, of Columbia, South Carolina, consisting of a framed portrait of Woodrow Wilson and a letter signed by Wilson dated March 30, 1911 when he was governor of New Jersey. The letter is a reply to Mr. William Reed Winter of Atlantic City who had sent Wilson a copy of New York laws pertaining to handling derelict public officials. We are grateful to Mr. Ruff for giving the library this interesting piece of Wilson's gubernatorial history.



# 1866

Prepare for a dynamite summer experience!

Science, the arts, food and history come together in a fun filled week of experiments, projects, music, dance and education.

## Topics include:

- Alfred Nobel and his dynamite invention
- Mr. Breyers first gallon of vanilla ice cream
- The first success Trans Atlantic Telegraph
- Clipper ship race and the Chinese tea trade
- Architecture - the US Capitol's dome completion
- The Metric System of weights and measures
- Pantomime and popular period music
- The new nickel, replacing the 1/2 dime
- General Mills first mill & Nestle's first cocoa products
- The popularity of the lunch truck vendors
- The ASPCA's first facility
- And of course, Baseball!

The Cincinnati Red Stockings formed

## SAVE THE DATE NOW FOR HISTORY CAMP AT WWPL THIS SUMMER!

## JUNE 16-20

Session A:  
9AM-12PM

Session B:  
1PM-4PM

Ages 7-12  
\$105 (\$84 for members)

For more information contact:  
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