



The Future is Bright!

Danville Museum of Fine Arts and History

Strategic Plan FY 2015-2017

To chart the future

Barry Shields, President
4/26/2014



President's Letter

Dear Museum Supporters, Board Members, Staff, Docents, Volunteers, and Friends of the Danville Museum of Fine Arts and History,

After nearly a one year journey to the finish, we are very proud to present the Danville Museum's Strategic Plan approved by our Board for your Museum. We believe this plan lays the groundwork for many encouraging and fulfilling years ahead in the Arts, culture, humanities, Danville's history, education, facilities, new partnerships, inclusion and community engagement.

This plan represents many hours of focused interviews with board members, staff, docents, Museum members, city officials, bankers, business leaders, merchants, educators, Danville residents, out of town visitors, Americans, immigrants, citizens across a spectrum, White, African American, Hispanic, Asian, young, old, with different economic capabilities and different religions. This is your Museum and that is why we asked you about its mission, its direction, and its future.

While this document has substance with the words written within it, we expect that only the future is certain. The Museum's Strategic Plan will be an annually reviewed and modified road map to help us meet new challenges, be prepared, and be better able to respond.

We look forward to your continued involvement and partnership with the Danville Museum. Thank you for your support and participation.

The future is bright!

Cara Burton
Executive Director

Barry Shields
President





Danville Museum of Fine Arts and History Mission Statement

*... To promote history and art
in the Dan River Region*



"The Perkinson Rose Garden"

Danville Museum of Fine Arts and History Vision Statement

*... To be the Dan River Region's Leader
for integrated awareness of History,
Culture and Community*



Danville Museum of Fine Arts and History Inclusiveness and Diversity

Inclusion and Diversity are cornerstones of the Danville Museum's experience. Our goal is to foster a community that embraces and celebrates a wide range of backgrounds and perspectives. Your President, board, staff, and docents affirm and support many different dimensions of inclusion and diversity; including age, race, ethnicity, sex, gender identity, sexual orientation, physical abilities and qualities, country of origin, religion, culture, socio-economic status, and political views. We seek to ensure that Danville Museum is representative, follows best practices, and creates a climate of inclusion. The Board of the Danville Museum welcomes suggestions from all Museum members, and residents of Danville and the greater Community.



Donald Smith, Danville artist Exhibition Opening, 2013



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“Sofie Van Valkenburg - Student visit to the Danville Museum”



Strategic Themes

I Strategic Theme # 1 Promoting Fine Art and History

– focused on All in the Dan River Region seeing the Danville Museum as its Museum.

The Board of Directors and the Danville Museum of Fine Arts and History affirms its commitment to the Arts, History, education, culture and community in the Greater Dan River Region. These core values coupled to our other strategic themes will ensure the preservation of the past, an exciting time to be a member of the Museum in the present, and a very bright tomorrow.

IA Fine Arts

IA1 Fine Art Galleries: The Danville Museum has four changing art galleries: The Jennings, Schoolfield, Boatwright and Gallery IV. We arrange for and provide a wide array of art and history exhibits displayed in these galleries. Exhibits are self-guided unless we are requested for special group tours. In addition, our membership receives direct mailings when new exhibits are coming to the Danville Museum as well as reception times to meet the Artists.

Over the past year, we have enjoyed overwhelming support from our members, Danville residents and citizens from the greater Dan River region coming to our artist receptions, and touring our art galleries. Previous shows included Linda Mitchel’s “Truth in Animals,” Robert Marsh’s drawings and paintings, and selected works by Alla Parsons and Yancey Smith.

IA1a Goal: Finalize Exhibition Schedule for FY15-FY17 with an eye toward the Greater Dan River Region. Realize a fully diverse and broad array of artists and artistic talents and venues.

The Exhibition and Programs committee is finalizing its schedule. Once completed, the schedule will be posted on-line and within the strategic plan prior to the end of this calendar year.

IA1b Goal: Partner with other Museums for new exhibits and/or educational programs to be displayed within one of the art gallery spaces. In addition, seek exhibits that contain art and historical artifacts, much in the same blended manner in which the Danville Museum’s Bright Leaf and Tobacco Barn Exhibit portrayed both.



- The President of the board will seek a history minded new board member volunteer to work with the Exhibits and Program committee to assist and support the E & P committee to bring the above concept to fruition. Understanding that the art gallery scheduling is nearly complete.

IA2 Art Classes/Workshops: Located in our Swanson Studios at Danville Museum of Fine Arts & History, we host various art classes (Firehouse Fridays), pottery workshops (forms in clay) and children's summer time camps (Oodles and Doodles/Elements in Art). Enrollment is open to all on a first-come, first-served basis. The Museum accepts reservations immediately upon posting the classes. Due to the popularity of these programs and the need to continue to provide Danville and the Region an ever changing venue, we will do the following:

IA2a Goal: Create a quarterly Art Afternoon/Evening hosted by an exhibiting artist. The afternoon or evening will be open to all and centered on the understanding and creation of art by the artist.

- Board will assign an art minded chair to develop the announcement and establish the program. We will contact all past, present and future artists whose work has been, is currently, or will be displayed in one of our art galleries to seek participation.

IB History

IB1 Historic Home – The Sutherlin Mansion: The Danville Museum is located in the Sutherlin Mansion on Millionaires Row in Danville, Virginia. Built for William T. Sutherlin in 1859, the house has become well known as the "Last Capitol of the Confederacy." It served in this capacity from April 3 until 10, 1865, just weeks before the Civil War came to an end. In 1974, the house was opened as a Fine Arts & History Museum. The site has been designated as a Virginia Historic Landmark and is listed on the National Register of Historic Places. Tours of the historic home begin with a 13 minute video: *Major Sutherlin and the Danville Experience*. After the video, the guided portion of the tour lasts approximately 30 minutes through the historic home with information about the Sutherlin family and the events that occurred here.

Promoting History: The Board of Directors desires to ensure that the Historic Sutherlin Home and grounds remain the premier visiting location for all people within the city of Danville and the Region. To this end, we recommend the following actions to be completed by the end of the new fiscal year.



IB1a Goal: The creation of an in-depth collection of self-guided audio tours in twenty different foreign languages drawing upon the diverse population of the greater Danville Community. To accomplish:

- The board will request a volunteer board member to chair the endeavour, develop a committee of staff, members, and local citizens that support the project, and develop a budget needed to bring the project to conclusion.
- Funds must be obtained to start and complete the project. The chair will discuss with the executive director the best method to accomplish, either through grant writing and/or creation of a fund to support the project. (A budget request due by October and implementation Spring of 2015)

Note: The current English audio tour must be up-dated and computerized for use in developing foreign language copies.

IB1b Goal: Greater participation in the Sesquicentennial of the Civil War: At the 2nd full board meeting the new board, ideas will be purposed for greater museum participation in the Sesquicentennial.

IB1c Goal: To have a greater understanding of the William T. Sutherlin, his family, and the generations that continued into present time. Board will decide direction and request a volunteer to bring this concept to action.

IB2 History – Permanent Civil War Exhibit - "Between the Lines: Danville 1861-1865." This exhibit explores the development of the Confederate government as well as the many contributions Danville made to the Confederate cause as a supply depot, arsenal, hospital, and prison. This is a self-guided tour unless visitors request a special group tour.

IB2a Goal: It is the intention of the board and the Museum staff continually to expand and update the exhibit as new information is obtained through research and as new items are loaned or donated to the museum. Specifically, the board should locate a volunteer or Intern from a local college to research this specific time period to determine an accurate account of the visitors who stayed on the Sutherlin grounds.

IB3 Danville History –Recently in our Schoolfield Gallery was the Bright Leaf and Tobacco Barns Exhibits reaffirming the Museum’s commitment to the history of Danville and greater region. Tobacco and tobacco barns were an integral part of the region. This exhibit captured the essence thru photographs, paintings, and artifacts of the process that took tobacco from seedling to the auction floor in the Tobacco warehouse district of downtown Danville.

(The Board of Directors reaffirms our commitment to Danville and the Dan River Region’s rich and enduring history and legacy.)



IB3a Goal: The Board requests the submission of 6 different and new exhibits ideas from board members on the Dan River Region’s history to be considered by the E & P committee for feasibility and possible scheduling. (See **IIIB2 Promoting Danville**)



“Learn, Explore, Enjoy” Site unveiled November 12, 2013

IC Education to be published by the Danville Museum Educational Consultant

IC1 In School Visits

(“Partnership and educational outreach with schools and recreation is positive.”)

IC2 Student Field Trips to Museum

IC3 History Summer Camps

(A Museum Education Consultant has been retained to develop an Education Plan that supports the overall goals and mission. The Museum provides a variety of art and history programs to different age groups. The Museum collaborates with regional school systems and organizations that serve youth. Grant support is sought to enable education to be provided on a no-cost and equitable basis to all in our community. Educational programs are rigorous, complementing Virginia education requirements, yet aim to be engaging, hands-on, experiential instruction, either as structured or self-directed learning.)



Strategic Theme # 2 Future - *focused on Securing the Past for Future generations*



“History on the Lawn”

IIA Enduring Endowment - The board understands the negative impact of applying limited endowment resources toward the functioning of the museum and will strive not only to reduce its use but grow it to a point that will ensure its permanent success.

IIA1 Fund Raising - is the lifeblood of a non-profit organization and the Danville Museum is no exception. The Museum will raise funds through a variety of means. Most important is through its membership drive, grant writing, foundation requests; and fund raising events.

IIA2 Membership – The board of directors has determined that a new committee for membership will be established with the incoming president at the first full board of the new fiscal year, they will select a membership director. The chairperson will have the responsibility to:

- Build the committee of other board members, staff and museum members.
- Support the museum in its overriding goal of a financially secure museum.

IIA2a Goal: To raise \$35,000 per year through new members, corporate sponsors and donations to the museum. The membership committee will prepare a plan within two



months of strategic plan adoption and with board approval act on the plan. A milestone report will be presented at each quarterly full board meeting with the following:

- Total amount of new members, broken down by category
- Total amount of funds raised
- Graphical depiction of on or off quarter/annual goals

IIA3 Grants – The Museum’s current executive Director has excellent credentials and has made major strides in the area of grant writing and seeking support from foundation sources. However, the Executive Director is also tasked with a myriad of other responsibilities which keeps the Museum open and running. She is actively involved in public engagement – bringing the message of the Danville Museum to all groups within the region.

IIA3a Goal: During the upcoming fiscal year. The Director will strive to reach a goal of \$100,000 obtained through grant writing and foundation requests.

IIA3b Goal: The board of directors understands the need for a new hirer for the Museum, an employee whose focus is strictly centered upon Grant writing. The board of directors will evaluate the financials of the museum at the next full board meeting and vote on the Museums ability to support a new hirer for either part or full time.

IIA3C Goal: Until hired, the board will evaluate the need for a grant writer at each quarterly board. After hiring, the new employee will be evaluated for quarterly performance of the financial impact to the Museum.

IIA4 Children’s Education Wing Naming – Currently the Danville Museum has the children’s education wing unnamed and naming it could be a source of one time income to the Museum.

IIA4a Goal: Currently, the Museum should seek a sponsor for naming the children’s education wing with the goal of having it named within fiscal year 2015. Reports will be rendered to each quarterly board meeting until success. Additionally, the development committee should identify all naming opportunities on the Museum campus for the purpose of the capital campaign.



IIB Collection Management The vast collection and holdings of the Danville Museum keeps increasing year over year. However, in the downturn years of 2008-2011, the Museum lost its ability to fund a collection manager full time. It is our intent to catalog, track, manage, deaccession as needed, as well as brand several Museum items.

IIB1 Accessioning: Catalog, track, and manage – Due to the loss of the Collection manager, the current staff has picked up this additional responsibility. However, there is limited time to accomplish everything. To this end, the board desires to hire a part time collection manager within the year.

IIB1a Goal: Once the proposed grant writer is hired, the first task will be to secure a grant to hire a part time collections manager that can accomplish the following:

- **Catalog:** Verify the electronic computer record of the Danville Museum against the actual holdings, ensuring to note in the electronic record the item's current location. Ex. In the mansion, in the archive, on-loan, etc.
- **Track:** Add any newly accessioned items that are not part of the computer record.
- **Manage:** Determine different preservation methods needed for the different types of holdings and compare this information with how the collection is currently maintained. Determine any shortfalls, solution, and cost.
- **Inform:** Be prepared to brief the full board at quarterly meetings.

IIB2 De-Accessioning: The time has come when collected items outnumber available space and the purposes of some items are no longer relevant for the future of the Danville Museum. Therefore, steps must be taken to reduce our holdings.

IIB2a Goal: The second major task for the part time collection manager after the above is completed is to determine which items within the collection can be de-accessioned, recommend the method to de-accession, present this information to the board and finally de-accession these items.

IIB3 Reproduction and Branding: Many visitors to the Danville Museum have asked if certain items within the Sutherlin Mansion are for sale.

IIB3a Goal: It is the intent of the board of directors to establish a committee to determine which items from the collection would be appropriate for the Danville Museum to reproduce and sell in the museum gift shop. This committee will be responsible to



prepare a prioritized list, reproduction method(s), ensure legality, determine cost and present this information to the board.

IIC Facilities and Engineering– The Museum acknowledges the generous support of the City of Danville, the Garden Club of Virginia, the Perkinson family for the Rose Garden, and all other supporters throughout the lifetime of the Sutherlin Home and the Danville Museum.

IIC1 Buildings/Grounds– The Danville Museum acknowledges the need for our Museum to be accessible for all people, including those with disabilities. It is the board’s intension to continue its drive to further enhance our walkways, entrances to the grounds and structures. While the Danville Museum is in compliance with all mandated requirements, there is more that we can do.

IIC1a Goal: The facility committee will seek a committee member to create a detailed listing of projects that will make the Sutherlin Mansion and Grounds more accessible to peoples with disabilities. Once list is created the committee will determine if project rests with City of Danville or with the Danville Museum then seek approval from the board.

- To make accessible at least one front entrance way thru picket fence for wheel chair bound persons.
- To make accessible the Sutherlin Ave side walk entrance to the front right grounds accessible for wheel chair bound persons.
- To remake the rear entrance more friendly toward persons with disabilities.

IIC2 Perimeter Picket Fence The Garden Club of Virginia presented to the Danville Museum the perimeter picket fence on April 27, 2005. In the fall of 2013 and summer 2014 the City of Danville spent extensive hours on the fence for repairs and painting. The picket fence, a replica of the one shown in a circa 1880s -1900s photograph of the house below, was designed by William D. Rieley, Landscape Architect for The Garden Club of Virginia. Square pickets and posts with pyramid caps are painted with polychrome finish to match the house.

During the period of April 3 - 10, 1865, Danville served as the last Capital of the Confederacy, when President Davis and some Cabinet members were guests in Major Sutherlin's home. Danville was the southernmost location for the capital without leaving the state of Virginia and was the largest city between Richmond and Atlanta. Cannons were placed at corners of the property when President Davis was in residence. When fence builders were digging post holes for the new fence, they found a deeply buried cannon ball, currently on display in the Museum.



The perimeter fence stretches 850 linear feet on three sides of the city-block size property and ingeniously accommodates for the sloping contour of the land. Four gates along Main Street allow access to the museum's grounds. Construction was made possible with funds from Historic Garden Week in Virginia. Danville citizens say the fence is "the most stunning addition to the historic district in decades."

IIC3 Learn, Explore, Enjoy" Site On November 12, 2103, the Danville Museum saw the completion and unveiling of the Danville Historical Society's "Learn, Explore, Enjoy" site on Museum grounds. This was the culmination of the DHS's two-and-a-half year long project in support of the historic dwelling in the city of Danville. The project's first phase was the completion of a brochure for a self-guided walking tour of the Holbrook-Ross National Historical District -- the professional African-American neighborhood begun after the Civil War. The second phase was the installation of trail marker medallions in the sidewalks along Millionaires Row and Holbrook Street to coincide with the two walking tours offered by the DHS. The third phase was the installation of the "Learn, Explore, Enjoy site." (See page 12 for photo.)

IIC4 Expansion The Museum now has the Danville Museum Research Center in the house behind the mansion. We are currently in discussions with the City of Danville to see if they would consider also taking over the upkeep of the exterior of the building and the grounds. This action is ongoing.

IIC4a Goal: To have a City of Danville/Danville Museum signed agreement in place by Oct 1, 2015. The Executive Director is heading up this action with support of board members.

(Currently the City of Danville supports the Museum through its upkeep of the exterior of the Sutherlin Mansion and surrounding grounds. In the upcoming year, major work will begin on the south side of the Mansion to prevent further damage from water.)

IIC4 Expansion Continued Currently the Museum staff and Board of Directors are considering the following longer term projects in order of precedence and time.



IIC4b Goal: To explore the feasibility of remodeling a room within the mansion to serve as a kitchen. A kitchen is needed in order to host larger functions. Currently being considered is a downstairs room near the elevator to provide easy access to the main floor. (When the mansion was constructed, its original kitchen was not part of the main dwelling. It was located adjacent to mansion to prevent the kitchen heat from entering the living areas. We have learned that when the lower rear gallery was built, part of the space used had been the kitchen.)

IIC4c Goal: To start the process to consider a downtown Danville location to shift part or all of the Art Collection. This is a mid to long term goal.

IIC4d Goal: To locate and determine if a solarium existed on the grounds of the museum on the front left corner of the mansion facing Holbrook Street. After determination is made and historically accurate photos can be located, options will be presented to the board of directors.

IIC4e Goal: To move the Museum Gift Shop from its present location to the upstairs front right parlor room that currently houses the video presentation. This room of the mansion was believed to have been the bedroom of Major Sutherlin during his lifetime. The decision to move the gift shop was approved by the Board of Directors during the April offsite. It is believed that this move will generate increased revenue for the museum. The reason for the move is twofold: it will locate the gift shop in a high traffic area, and it will enhance the entry experience and admission process for visitors. It will facilitate allowing visitors to enter through the Mansion's front door. The entryway can be made grander and less congested with better traffic flow. There will be better staff and volunteer efficiency.

IIC5 Security It is the desire of the board to further enhance the security of the Museum. To that end, we understand that a vault like structure is needed within the mansion or on the grounds.

IIC5a Goal: The Board of Directors will request the facility committee to begin the process to determine the exact security needs of the museum, companies that can fulfill these needs, and the funding of the project. The committee will report quarterly to the board.

IIC6 Technology We need to keep pace with technology by improving our website and by using Facebook and other social media.



IIC6a Goal: To have an updated Danville Museum Web Site before the end of summer 2014. The Director will locate companies and get bids that will achieve this goal and update the executive committee and board at regularly scheduled meetings. In addition to the content already displayed on the Web Site, a further goal will be to have a yearly calendar of events posted, an archive of previous exhibitions/artists, and a section on members/donors.

IIC6b Goal: To have a plan for continual updates to social media, appropriate information to upload, and the staff person to be responsible. The Board of Directors will seek a volunteer to head a committee to develop a broad outline to accomplish this goal.



“The Sutherlin Mansion Rose Garden provided by the generous support of the Perkinson family.”



Strategic Theme # 3 Partnership – *focused on the Danville Museum as a Catalyst*

IIIA Strategic Partnership - It is responsibility of everyone to protect America's treasures. The Danville Museum is such a treasure. Ensuring that the Danville Museum is here in the future, as it has been in the past must happen! It is a collaborative effort, not just the responsibility of the Board or the staff. While our members, sponsors, visitors and key fund raisers provide the bulk of our financial support; we also pursue other support. The Board of Directors is very grateful to the VCA for their past support and look forward to their backing in the future.

IIIA1 Virginia Commission of the Arts - This state run arts agency has supported the Danville Museum with operational grants annually. Their funding has decreased from \$12,000 in 2001 to \$2,800 in 2013. In 2014, they increased their support to \$4,300. Not only has state funding for the arts generally decreased, but the VCA reduced the Danville Museum from the Priority 1 funding status to a Priority 2. Priority status is based on standards and criteria, such as whether the organization has an active strategic plan. In 2013, VCA believed the Danville Museum had declined possibly due to the tragic loss of the previous director; but over the past year they have noticed improvement and nearly doubled their support. In the past, the Danville Museum received other VCA grants in the area of tourism, but this past year has been one of rebuilding the core strengths of the Museum. As we move into the latter part of 2014 and into 2105, we expect to re-tap this valuable resource.

IIIA1a Goal: The Danville Museum Executive Director will continue to review with VCA quality expectations and work to include these in the planning process. The Board will be provided with a list of weaknesses at the end of 2014 with recommendations for improvement..

IIIA1b Goal: The Danville Museum Executive Director will review application guidelines for other VCA grants in 2014 and develop a calendar with milestones for submitting VCA grant applications for 2015.

IIIA2 Excellence for US Museums - Ethics, standards, and best practices not only ensure the Board of Directors is working for the good of the museum and community, but also apply to funding agencies. Organizations and individuals do not want to commit funds to nonprofits that are not of high quality or are unethical. Board harmony and communication thrives under ethical standards and best practices. The American Alliance for Museums, of which the Danville Museum is a member, is the organization that identifies the standards for this profession.



IIIA2a Goal: The Board of Directors will identify weaknesses in museum policies and procedures that are barriers to meeting professional standards. In 2015, a plan will be developed to prioritize and strategize steps to eliminate these barriers that limit funding and progress. Tasks will be designated to relevant committees.

IIIA3 Accreditation - The Danville Museum has participated to an extent in a Museum Assessment Program (MAP) of the AAM in the past. The Museum was unable to meet MAP requirements. Recently, the staff was made aware that AAM can provide consultants to review a specific aspect of the Museum, such as a particular exhibit, to determine if it is meeting best practices. Community members have complained of the lack of slavery education in the Mansion and Civil War exhibit.

IIIA3a Goal: In the fall of 2014, the Executive Director will consult with AAM to evaluate the Civil War exhibit to identify best practices in addressing this history, particularly focusing on the complaints that slavery has not been addressed in the exhibit. A plan will be developed in 2015 to outline needed improvements, secure funding, and address any weaknesses.

IIIA3b Goal: The Executive Director will review the past MAP report in 2015 and identify what improvements have been made. Shortfalls will be compiled and presented to the Board to include in the next Strategic Planning process.

IIIB Danville Moving Forward - Change, refine, and improve, three catch words that go hand in hand with energy, enthusiasm, and perseverance. Like Danville, the Danville Museum has created great synergy this past year. The future is bright, and our board aims to capitalize on this progress!

IIIB1 Local Council on Culture and the Arts and Downtown Art Gallery Location - It is the desire of the Board of Directors to take the lead and develop a partnership with the City of Danville, similar organizations and prominent businesses to form a Local Council on Culture and Arts, and develop plans for a downtown art gallery, further promoting Danville, its culture, history, and art.

IIIB1a Goal: Within the Fiscal year, the Board of Directors will select a small Art committee of three board members imbued with the passion to see this dream become a reality. The first milestone is the selection of three board members, quickly followed by generating a meeting with like organizations, prominent business and the city to focus efforts on the ultimate goal of a downtown Danville art gallery.



IIIB2 Promoting Danville – A Sense of Place is the folding together of culture, art, history, events, landscape, structures, and locally shared knowledge with the people. Danville, with a strong sense of place would be easily recognizable by visitors to our city and the Dan River Region. Many say that Danville lost its sense of place when Dan River Fabrics closed and the concentration of the tobacco industry, their headquarters, auction services, and warehousing, greatly diminished, shifting focus to other parts of the country or world. Jobs left but many of the structures remain as well as the shared knowledge of what had occurred; Furthermore, A Sense of Place is different for each person and will change with each successive generation. Today, a new generation is growing up in or moving to Danville and this generation has no foundational knowledge of these two industries. That is where the Board of Directors believes that the Danville Museum can make its mark on Danville and bring alive A Sense of Place with the Sutherlin Mansion and the Danville Museum as its Anchor.

The Board of Directors reaffirms our commitment to Danville and the Dan River Region’s rich and enduring history and legacy.

IIIB2a Goal: To evaluate the proposals brought forth by the board on the Goal outlined in (IB3a), six different and new exhibit ideas from the board that further detail the Dan River Regions history,” with the following criteria: does it reaffirm, strengthen, or provide a benefit to Danville’s Sense of Place?

IIIB3 Branding: Efficient & Innovative Capabilities & Direction – The Museum Board of Directors is currently looking into the further incorporation of name, location, and destination “branding” of the Sutherlin Mansion and the Danville Museum. Branding is interlocked with a sense of place. It is what people think, say, or see in their minds when they hear of the Sutherlin Mansion or the Danville Museum. Views of the residents of this area have been shaped by life’s experiences, impressions, intellectual and emotional experiences connected with the Mansion, grounds and Museum. But what about newcomers to Danville or people desiring to travel or live here? A positive solid branding will assist the Danville Museum and City to “move forward!”

IIIB3a Goal: The Board recommends that a study be undertaken to determine the best “branding” for the Sutherlin mansion and Danville Museum, to include how branding fits into a sense of place, and how we fit into Danville as a destination site.

IIIC Development - The Board of Directors realizes that through education much can be accomplished. The board wishes to further the education of both the members of the board and the staff to enhance the Museum, its programs, fund raising, and functioning as a non-profit corporation.

IIIC1 Board of Directors Development -



IIIC1a Goal: That the personnel committee prepares a listing of proposed training classes and programs for board members which will also include the following:

- **Orientation:** An excellent orientation program was established by the new director in the fall/winter 2013/2014 and has been ongoing this entire year. The Executive Director will ensure that all new board members have the opportunity to attend a new member orientation and will notify the executive committee as to which new board members still need to attend.

- **Non-Profit training:** Various non-profit classes are or have been offered in the greater Dan River region, and our Board Members should attend. Personnel committee will acquire the information on the classes and advise the board.

IIIC2 Staff Development

IIIC1a Goal: That the personnel committee prepares a listing of proposed training classes and programs for staff members which may also include the following:

- **Orientation.** Staff members that have not attended the orientation program established by the Executive Director should be routinely encouraged to attend.
- **Conferences.** There are many art and history related conferences that would benefit our staff immensely. A list should be prepared and prioritize, then funds located and staff members attend.
- **Non-Profit training:** The Executive Director and personnel committee should recommend to the board which staff members would benefit from this training.

IIIC3 Future Employees - It is the desire of the Board of Directors that all future employees attend the orientation program established by the Executive Director.



“Story Telling Festival”



Strategic Theme # 4 Diversity – *focused on Unity and Inclusion*

“Inclusion and Diversity are cornerstones of the Danville Museum’s experience. Our goal is to foster a community that embraces and celebrates a wide range of backgrounds and perspectives. Your President, board, staff, and docents affirm and support many different dimensions of inclusion and diversity, including age, race, ethnicity, sex, gender identity, sexual orientation, physical abilities and qualities, country of origin, religion, culture, socio-economic status, and political views. We seek to ensure that the Danville Museum is representative, follows best practices, and creates a climate of inclusion. The Board of the Danville Museum welcomes suggestions from all Museum members and residents of Danville and the greater Community.”

The Board of Directors understands that there are strong feelings for and against the Confederate Flag being flown on the grounds at the Danville Museum as well as with the varied history of the Mansion over the last 150 years. Your Board wishes the membership, Danville residents, and all people in the greater Dan River Region and beyond to know that the flag was not approved nor erected by the Danville Museum. It was placed on the grounds surrounding the Museum, (grounds which are owned by the City of Danville), by permission from the Danville City Council to an independent group. However:

The Board of Directors makes the following statement, motioned and approved thru board action on 26 April 2014,

“We recognize the historical significance of the Confederate Flag and propose that the flag be flown only on special occasions.”

#4a Diversity Goal-Immediate Action: Upon approval and publishing of the Strategic Plan, The Leadership of the Danville Museum will contact the Danville City Council and City Manager and request their support and action.

#4b Diversity Goal: To create a historically accurate portrayal of the lives of all persons who were associated with the Sutherlin Mansion from its building to present and the many different ways in which the Mansion was used and occupied. Specifically, to bring to life the history of slavery on the grounds, the segregation enforced when the Mansion was a library, and the turn of events at the Mansion and in Danville as a Museum, City, and Nation moved forward.



IVA Inclusion

IVA1 Membership and visitors mirror community - The Danville Museum strives to present a yearly program of events, activities, displays, presenters, and artists that crosses the broad spectrum of our membership, visitors, and the residents of Danville and the greater Dan River Region.

IVA1 Goal: The board desires that the newly formed membership committee develops and presents ideas to the board which will ensure that the membership and visitors to the Danville Museum continue to reflect our entire community.

IVA2 Board, staff, committees, docents reflect Danville, Virginia and the U.S. - Please see section V on Board and Staff biographies - The Danville Museum Board strives for unity and inclusion, and our search for nominations for new board members or new staff members are no exception. We welcome our members and community at large to visit the Danville Museum and make suggestions for improvements that can be reviewed by our board!

IVB Community Engagement

IVB1 Museum Events reach all over the course of the fiscal year - The Board of the Danville Museum has gone the extraordinary step to tailor a year round program of events, displays, tours, engagements, activities, etc., that are diverse and reflective of the membership, the residents of Danville, and the greater community.

Danville Museum Meets Margaretville - August 2014

Chili & Jus' Caus' - Oct 2014

Voices of the Past - Historical Halloween - fall 2014

President's Reception - Dec 2014

Holiday House - Children Tour - Dec 2014

Historical Society Home Tour - Dec 2014

Story Telling Festival - Feb 2015

Big Brothers - Big Sisters Fashion Show - Mar 2015



Danville Sings - Mar 2015

History on the Lawn - Apr 2015

Historic Garden Week Tour Apr-May 2015

Museum Guild Attic Sale Apr-May 2015

Sutherlin Wine Show - May 2015

Children Camps - Jun/Jul 2015

Mourning Tour - Aug 2015

(The Danville Museum provides accessible programs for peoples with disabilities and many free programs for people of all ages. Tours of the Museum are free to all Danville Residents on the first Saturday of each month.)

IVB2 Art Galleries, displays and presenters cross the spectrum of Art, culture and Society -See Danville Museum Exhibition Schedule below.

Danville Museum Exhibition Schedule

Date	Jennings	Schoolfield	Boatwright	Gallery IV
1/10/14 – 3/9/14	Robert Marsh (paintings & prints)	Robert Marsh	Art Smart (from collections)	Art Smart (from collections)
3/21/14 – 5/25/14	Alla Parsons (oils)	Tobacco Barns (photography, memorabilia, paintings)	Art Smart	Art Smart
4/27/14- 5/11/14	Alla continues	Tobacco Barns continue	Danville Public Schools (various)	Danville Public Schools (various)
6/6/14 – 8/3/14	Yancey Smith	Barbara Lashley/ Kim Sutliff: BookEnds	VMFA Architecture in VA	VMFA Architecture in VA?
8/15/14- 10/12/14	Courtney Blake	Logan Koontz	Art Fusion – Alzheimer’s exhibit	Art Fusion – Alzheimer’s exhibit



10/24/14-1/3/15	Danville Art League Juried	Danville Art League Juried	VMFA New Mosaic: Afr. Am. Art	tbd
01/09/15-03/08/15	Jane Carter	16 Hands	tbd	Art Smart
03/20/15 – 05/17/15	Fritz Janschka	Civil War Redux	Danville Public Schools (various)	Danville Public Schools (various)

IVB3 Camilla Williams: The Danville Museum is proud to announce to our membership that we are in possession of the Camilla Williams Collection. Through her generosity, we will be able to ensure that her legacy lives on for future generation to know and understand her impact on the American Stage. The first event featuring Camilla Williams was on November 23rd, 2013, when Dr. Ethel Norris Haughton presented, “Introducing Camilla Williams!” Her talk covered highlights of Camilla Williams’ life and her impact on the world of opera as a successful African-American Diva. This program launched the beginning of the Danville Museum’s long-term curating of the Camilla Williams Collection.





Camilla Williams (October 18, 1920-January 29, 2012) Born in Danville, Virginia, she would go on to captivate audiences around the world singing opera, being most famed for her role as the heroine of Puccini's "Madame Butterfly." Williams' gift of voice came to light in Danville's Calvary Baptist Church. Her early voice lessons were taught by Averett and Stratford College's Raymond Aubrey, but were given in a black woman's home due to Jim Crow segregation. She received her Bachelor's degree at Virginia State College {now Virginia State University (VSU)}. In Philadelphia, Williams studied under Marion Szekeley-Freschl, while supporting herself as an usherette in a movie house.

Williams' career was launched when she won the Marion Anderson Award Vocal Scholarship. Her Danville roots opened a door to stardom. Her father, Cornelius Booker Williams, chauffeured Mrs. Julian Robinson, who was friends with the niece of Danville's Lady Astor, Mrs. Gilmour, who lived in Connecticut. Mrs. Gilmour introduced Camilla Williams to famed soprano Geraldine Farrar, who helped Williams cross over to opera and became her mentor. In 1946, Camilla Williams landed a contract with the New York City Opera, the first black woman to secure a contract with a major United States opera company. Among her many accomplishments, Williams sang with the Boston Lyric Opera, the Vienna State Opera, the Philadelphia Orchestra, and the New York Philharmonic. Her popularity engaged her in concert tours around the world, having many "firsts" as an African-American in the world of opera. She served the U.S. State Department on a world tour. Perhaps her most historic performance was to sing "The Star Spangled Banner" at the 1963 March on Washington, before the Reverend Martin Luther King, Jr.'s "I Have a Dream" speech.

Williams married Charles T. Beavers, a civil rights lawyer and childhood friend, who passed away in 1969. She had no children, being committed to her career. Upon the urging of John Motley, Williams began a second career educating a future generation of sopranos. She taught at Brooklyn College, Bronx College, Queens College, and was the first African American voice professor at Indiana University. VSU awarded her an Honorary Doctorate in 1985.

Camilla Williams withstood discrimination and prejudice with grace and professionalism. Danville, Virginia named a river park in her honor and she was inducted in the Danville Museum's Hall of Fame in 1974. Miss Williams remarked on the irony of her life. As a child, due to segregation, she was barred from entering the Danville Public Library which was housed in the Sutherlin Mansion, yet she left much of her estate to the Danville Museum. "Well, when I was a little girl, I couldn't even get through the front door." While Camilla Williams may not have earned the recognition deserving of her accomplishments, she did open many doors for other black sopranos.



IVB3a Camilla Williams Goal: The Collections committee will develop a plan for the fast paced inclusion of the Camilla Williams collection into permanent display within the Danville Museum. Milestones will be developed and moved forward swiftly to include a financial plan for curation, cataloging and display.

IVB4 Thomas Day: The Danville Museum has on display several pieces by Thomas Day on loan from the Thomas Day House Museum, Mrs. Phillip M. Hooper, and Mrs. James S. Love.

Thomas Day (1801 - 1861) Born in Halifax County, Virginia about 1801, Thomas Day was a free black cabinetmaker. Around 1823, he moved to Caswell County, North Carolina. In 1827, he opened a workshop in Milton, eventually becoming one of the state's largest furniture producers. As his business prospered, Day became a slave owner and apprenticed white men to train as furniture makers. Census information from the period indicates that Thomas Day employed twelve workers and that his worth was one-fourth of the entire state's carpentry and building establishment.

Thomas Day's customers throughout North Carolina and Virginia often ordered furniture for their homes from the design books he utilized. His employees would make the furniture and take it in pieces by wagon to set up in the space for which it was designed. In addition to homes, Thomas Day did the interior woodwork and made furnishings for churches and public buildings. In the 1850s, he was commissioned to make several pieces of furniture for Governor David S. Reid. Day's work can also be seen in the North Carolina Museum of History in Raleigh and in several homes in Danville and Caswell County.

IVB5 Family oriented, safe and secure; Multi-use Facilities, open to all: Available for rental for Weddings, functions and speakers: The Danville Museum established in 1974, is a non-profit educational organization whose mission is to promote art, history, and culture in the Dan River Region. Its Board of Directors' vision is to be the Dan River Region's leader for integrated awareness of history, culture, and community. Located on Main Street in the heart of Danville, Virginia, the Museum serves as a hub of learning and celebrations, connecting area colleges, medical campuses, schools, historic districts, and thriving Downtown River District with its beautiful Sutherlin Mansion and grounds. . The Museum space serves as a social and networking meeting center for local businesses, families, and organizations, including space to exhibit their artwork and collections. The Museum offers a variety of membership opportunities and is open to the public with a small admission fee, which is waived for regional residents the first Saturday of each month and during special events.

IVB6 Rental opportunities at the Danville Museum: The Danville Museum is available for weddings, wedding receptions, wedding showers, rehearsal dinners, luncheons, workshops,



recitals, seminars, graduation receptions, lectures, anniversary parties, meetings, family reunions, baby showers, holiday parties, business receptions, club luncheons, and association regional meetings.

Available for use at no charge are TV, VCR & DVD players, pull down screen, slide projector, 2 podiums, 2 four foot round tables, 6 eight foot banquet tables, 14 six foot banquet tables, 4 five foot banquet tables, and card tables, and 100 chairs. Additionally, we also have a lovely selection of silver trays, punch bowls, ladles, and candelabras. We have the ability to accommodate small to large groups for luncheons, dinners, receptions or parties.

IVB6a Rental opportunities Goal: To produce a world class brochure for rental opportunities at the Danville Museum and then ensure delivery of the brochures to major corporations, organizations, and groups within the Dan River Region.



“Danville Sings, Spring 2104”



V Appendix

VA Budget Fiscal Year 15

Danville Museum of Fine Arts & History
Budget Worksheet
May 2014 through April 2015

Approved April 26, 2014
 Special Board Meeting

		Budget '14-'15
Income		
	4000 · Contributions and Support	9,000.00
	4100 · Earned Revenues - Development	
	4100 · Earned Revenues - Development	112,200.00
	4200 · Grant Revenue - Government	5,000.00
	4300 · Grant Revenue - Non Govt	74,000.00
	4400 · Program Revenue	5,500.00
	4500 · Museum Gift Shop	12,000.00
	4600 · Investment Revenues	0.00
Total		
Income		217,700.00
Expense		
	6000 · Administration	27,000.00
	6100 · Collections	0.00
	6200 · Custodial	4,440.00
	6300 · Development	20,473.00
	6400 · Educational Prog - Fee Based	1,000.00
	6500 · Educational Prog - Grant Funded	1,000.00



	6600 · Exhibits	10,000.00
	6700 · Facility	10,000.00
	6800 · Museum Shop	4,500.00
	6900 - Personnel	162,277.00
	7000 · Personnel Expenses	21,010.00
	7100 · Programs	3,500.00
	7200 · Visitor Services	500.00
Total Expense		265,700.00
Net Income		-48,000.00

Deficit negated with Investment Interest

VB Marketing: Marketing is an integral part of the Danville Museum. In the upcoming months, the new President with the assistance of the board will determine how to best market the Museum, its programs, and events. Most important will be the incorporation of the new branding, and all actions from **IIB1-3**.

VBa Goal: After the work in **IIB1-3** is complete, the Board of Directors will determine if a marketing committee should be established, a study funded to best market the Danville Museum or an independent marketing team hired.

(The best way to know about our upcoming events is to become a Museum member, like us on Facebook, and subscribe to “Major’s Mansions” e-newsletter delivered right to your inbox. It is e-published every 4 to 6 weeks.)

VC Danville Museum Board of Director Committees 2014-2015 The Executive Director attends all committee meetings; Museum fulltime staff provides support as needed. Committee chairs call meetings with the frequency depending on agenda topics. We welcome community members to participate on any committees.

(The Board actively seeks Directors that reflect the area’s diversity who will embrace and celebrate a wide range of perspectives and history.)



VC1 The Leadership of Danville Museum consists of Jane Murray, President; Tommy Freeze, Vice President (and Finance Chair); Joanie Littleton, Secretary; Gary Cotta, Treasurer; Barry Shields, Past President and Cara Burton, Executive Director.

VC2 The committees are:

VC2a: Executive - meets at the discretion of the president to review the Director's and Committee reports, financials, policies and to make recommendations to the full Board. President can assign other member as needed. It consists of leadership officers, the Finance Chair, the Past President, and the Executive Director.

VC2b: Collections – reviews acquisitions for acceptance into collections, i.e. “Accessioning”. Recommends and researches items to be included in the Museum's permanent collections.

VC2c: Development – fundraising, marketing, publicity, grant writing and membership.

VC2d Education – advises on curriculum, classes and camps, standards, guidelines, and promotes education programs at the Museum. This committee works with education staff and area schools.

VC2e Exhibitions & Programs – plans exhibitions, programs, and recommends sponsors.

VC2f Facility – addresses maintenance and facility improvements.

VC2g Finance – formulates the budget with the Executive Director for Board approval by May board meeting, and tracks financials throughout the year to ensure the Danville Museum is within budget. This committee also reviews 990 and Audit.

VC2h Membership – recruits new members and encourages renewal of memberships, conducts membership drives and goals, and advises on rates.

VC2i Nominating – recruit new members to recommend to full Board for approval.

VC2j Performing Arts – recruits, schedules, and promotes plays, musical performances, dance, and other PA activities at the Museum. This committee also works with Visitor Services Coordinator creating contracts.

VC2k Personnel – reviews, updates, and supports personnel policy to ensure the Museum is in compliance with labor law and develops employee grievance procedures.

VC2l Strategic Planning – develops the mission, vision, goals, objectives for the board and staff, the long range plan and presents it to the Board. Develops procedures to ensure the board and staff follow the plan and review it on a regular basis. (ad hoc)

VC2m Visitor Services – recruits and organizes volunteers, works with the Visitor Services Coordinator, ensures volunteer recognition and good communication with volunteers.



VC3 Board member participation by committee:

Collections

Jonathan Scollo – Chair
Patsi Compton
CB Maddox
Tom Duren
Niki Fallis
Lawrence Meder

Development

Scott Jones – Chair
Justin Ferrell
Martin Hopkins
Lee Vogler
Larry Wilburn

Education

Cedric Hairston – Chair
Jaade Williams
Brenda Brokaw
John Fisher
Janice Gilstrap

Exhibitions & Programs

Kristen Houser Barker – Chair
Patsi Compton
CB Maddox
Jonathan Scollo
Jerry Meadors
Scott Jones

Facilities

Mark Lewis – Chair
Tom Duren
Dave Slayton
John Fisher

Finance

Tommy Freeze – Chair
Gary Cotta
Deb Bomar
Mark Lewis
Kristen Barker
Jay Hayes
Justin Ferrell

Membership

Lawrence Meder – Chair
Gerry Scearce
Lee Vogler
Joanie Littleton
Cedric Hairston

Performing Arts

Jerry Meadors – Chair
Brenda Brokaw
Angela Harris
Larry Wilburn

Personnel Committee

Dave Slayton – Chair
Jay Hayes
Anne Geyer

Visitor Services

Niki Fallis – Chair
CB Maddox
Gerry Scearce
Angela Harris
Janice Gilstrap
Anne Geyer



VD Board of Director Biographies

Brenda Brokaw, joined the Board in June 2014. Brenda was born in Hershey, Pennsylvania, and attended college in upstate New York, receiving a master's degree in school psychology from Alfred University. Between undergrad and graduate school, she taught vocal music in the public schools. After a career in psychology for 15 years, she attended design school in Boston. Since 1985 she has owned and operated an interior design business.. After moving to Danville six years ago, she opened a music studio, teaching voice and piano. Prior to her move she sang in recital in the Washington, D.C. Area and in Europe with the Alban Chorale. In addition, she was selected for the stand-by list for the Washington National Opera. Her vocal talent afforded her the title of Ms. Virginia Senior America in 2007, placing in the top ten in the nation. Brenda also paints, having received several awards in juried art shows. Brokaw serves on the Board of the Danville Art League and the Langhorne House, home of Lady Astor, and is active in her church.

Kristen Houser Barker, a Board member since June 2014, graduated Summa cum laude from the Medical College of Virginia/Virginia Commonwealth University, Richmond, VA (1996) with a Bachelors of Science in Occupational Therapy. She is a pediatric occupational therapist and the co-founder and Executive Director of the Center for Pediatric Therapies and Building Blocks Center for Children with Autism. In August 2004, Center for Pediatric Therapies opened Building Blocks Center for Children with Autism, the first private day school established in Danville, Virginia, specifically for the treatment and education of children with autism spectrum disorder. With over 18 years of formal dance training and two years as an assistant tap and ballet instructor, Kristen is a dance fitness instructor for the Meredith Gravely School of Dance. She has also performed in musical theater, including Little Shop of Horrors, Mame, The Music Man, Oliver, Fiddler on the Roof, and Some Enchanted Evening. Kristen enjoys traveling to many premier museums in New York, Washington DC, and throughout Europe.

Gary Cotta (Treasurer), a Board member since 2012, has been the President and CEO of Goodwill Industries of South Central Virginia since July 2009. His background includes a total of 15 years with three different Goodwills, the first in San Bernardino, CA as the Vice President of Human Resources, and the second in Bakersfield, CA as the Director of Workforce Development. Gary has a Bachelor's degree in Social Services from California State Polytechnic University in Pomona, CA and a Master's degree in Human Resources Management from the University of Redlands in Redlands, CA, and he holds a Certificate in Non-Profit Management from Duke University. He is a member of the Danville Riverview Rotary and currently sits on



the Boards of The Free Clinic of Danville and The Hughes Home Foundation. Gary's wife Peggy is a registered nurse, and they have two daughters, Karen and Jamie.

Tom Duren, a Board member since February 2014, is a retired home builder who participates regularly in Museum sponsored classes. He and his wife are Museum volunteers. He is an active member of First Baptist Church, where he has served as chairman of the Board of Deacons and of the Leadership Council.

Niki Fallis, was born in Greece and grew up in Danville. Niki received her education at G.W. High School, Longwood University, and the University of Virginia. Her professional career was all spent in the field of education. Niki was a teacher with the Danville City Schools, an assistant professor at Stratford College, and an administrator at Longwood University. She was very active in professional organizations, serving as president of the Southern Association of Colleges and Employers and receiving the Distinguished Serve Award presented by the American Association of Employment in Education in 2001. Upon retirement from Longwood, she returned to Danville in 2002, and became involved in various organizations/boards which are important in the growth and future of our area. Nike serves as president of the Danville Science Center and of the Museum Volunteer Guild and board member of the Langhorne House. In 2013, she served as president and is presently serving as secretary of the Community Foundation of the Dan River Region. She is a past board member of the Womack Foundation, the American Cancer Society, and the YWCA. Additional volunteer work includes serving as a docent at the Danville Museum, as a desk aide at the Science Center, and as a tutor with the school system. Niki's personal growth includes serving as president and vice president of The Wednesday Club, past president of the Junior Wednesday Club, and as an advisor to the Junior Wednesday Club. She is also a member of the Garden Club of Danville and the Danville Literary Club. Niki attends St Peter's Greek Orthodox Church.

Justin Ferrell, Board member since June 2014, Justin is a graduate of Chatham High School and attended Old Dominion University, where he majored in political science. As a citizen of the City of Danville and Pittsylvania County community, he coached little league basketball for 5 years, serves on the River District Festival executive board and the River District Design Commission, and is a founding member of Brother2Brother. Justin enjoys arts and history and has previously played in concert-orchestras and hosted community history exhibits while also participating in spoken word. He is a member Bibleway Cathedral. As a DR Year Agent he will work as a Community Impact Associate with United Way. Justin is a Fellow, Junior Program Officer, for the Danville Regional Foundation.



John Michael Fisher, is Vice-President and General Manager of Fisher and Watkins Funeral Home. John joined the Board in June 2014.

Tommy Freeze (Vice President), is a financial advisor with Raymond James Financial Services and has been in the business for 25 years. Prior to becoming a financial advisor, he was in the banking industry for 17 years. Tommy is a proud recipient of an Associate in Applied Science –Business Administration from Danville Community College and a Bachelors of Science –Business Administration -Management from Averett University. He has his Virginia and North Carolina Life and Health insurance license. He currently holds his Series 7, 63 and 24 securities license.

Tommy has been involved in the community for many years. He is a past president of Tuscarora Country Club and member and past president of the Danville Optimist Club. He is a member of the Danville Museum of Fine Arts, Danville/Pittsylvania County Chamber of Commerce, Danville Riverview Rotary Club and the Danville Elks Club. He currently serves as Vice President of the Danville Museum of Fine Arts and History, and is a member of the Finance Committee of the Danville/Pittsylvania County Chamber of Commerce. Tommy is happily married to his lovely wife of 42 years, Anne and has two beautiful daughters, Martha Anne and Elizabeth, and three grandchildren. Away from business, Anne and Tommy are active members of Moffett Memorial Baptist Church. He enjoys golf, hunting, fishing and spending time with

Anne Geyer, has more than 25 years of initiating, planning, organizing, networking, coordinating, managing and supervising projects in the Southside region. Some of her career situations include coordinating Alumni Relations at Averett University, Travel Management for AAA Mid-Atlantic Travel Services in Danville, Regional Representative for U.S. Senator Charles Robb’s Southside Office, Corporate Sales Manager for Berry Hill Resort and Conference Center by Marriott, and Executive Assistant to the Executive Director of the Institute for Advanced Learning and Research. Anne serves on several area Boards and is involved in numerous civic organizations, including Danville Pittsylvania Community Services. In the past she was active in the Garden Club of Danville, Wednesday Club, Boys and Girls Club, Danville Science Center, YMCA, Foundation for Preservation of the Executive Mansion, Danville Area Arts and Humanities. Other memberships include DAR, PEO, Danville Concert Association, Mary Jordan Scholarship Committee, and Morotock Foundation. She attended Salem College.

Janice Gilstrap, became a board member of the Danville Museum of Fine Arts and History in April 2014. She is a graduate of Erskine College with a degree in elementary education and history. She taught school for over 34 years with 31 years in the Danville Public School system. Although retired, she still works with children through the school’s “Book Buddies” program, reading with kindergarteners, and is a Big Sister in the Big Brothers Big Sisters of Danville Area program. She serves on the board of directors for the Community Christmas Dinner as chair of



gifts for children committee. Mrs. Gilstrap is a member of First Baptist Church, where she served on the board of deacons and continues to be very active as a member of several committees. She is married to John Gilstrap and has two children, John Jr. and Tyler.

Cedric Hairston, a Board member since June 2014, is a graduate of Tunstall High School, Danville Community College, East Carolina University, and Longwood University. He majored in Music Education and began his teaching career in Chatham County, North Carolina. Later he worked as band director at Halifax County Middle School in South Boston, Virginia for three years. For the next 7 1/2 years he directed the bands at Dan River High School. Mr. Hairston's ensembles have performed throughout the United States and Canada. In 2001, Mr. Hairston was honored as Dan River High's Educator of the Year and was honored by the Danville Pittsylvania Chamber of Commerce as the High School Educator of the Year. He obtained a Master's Degree in Education Administration from Longwood University and currently serves as principal of Chatham Middle School, a position he has held since 2009. A resident of Pittsylvania County, he is very involved in his community and church. He is an active member of the Cascade Ruritan Club. Cedric enjoys oil painting in his spare time and touring/studying European art and architecture during the summer.

Dr. Jack Irby Hayes, Jr., is Professor of History and Chairman of the Department of History and Political Science at Averett University, where he also has served as Chairman of the Division of Social Sciences, President of Faculty Council, President of the Averett Chapter of the American Association of University Professors, chairman of a Vice President for Academic Affairs Search Committee, member of three Presidential Search Committees, faculty representative to the Dixie Conference of the NCAA, moderator of two Averett-sponsored biweekly television series, co-moderator of three Averett-sponsored radio series, and grant writer. While at Averett Hayes was also employed as an archival consultant of Dibrell Brothers Tobacco Company and an adjunct professor in the Graduate School of Virginia Polytechnic Institute. A specialist in recent American history with a baccalaureate degree from Hampden-Sydney College, Master of Arts degree from Virginia Polytechnic Institute, and Ph.D. in history from the University of South Carolina, Dr. Hayes has authored three books, published by scholarly university presses, and numerous book reviews, dictionary entries, and encyclopedia articles in scholarly publications. His books include *Dan Daniel and the Persistence of Conservatism in Virginia, South Carolina and the New Deal*, which was nominated for the Littleton-Griswold Prize given annually by the American Historical Association, and *The Lamp and the Cross: A History of Averett College*. His community activities include trustee, elder, deacon, and Sunday School teacher at First Presbyterian Church, past president and current member of the Hughes Memorial Foundation Board of Directors, secretary and past president of the Kiwanis Club of Danville, past secretary of the Kiwanis Club Foundation, past president and current member of the Salvation Army Advisory Board, past member of the Womack



Foundation, past member of the Danville Democratic Committee, and frequent moderator of candidate forums hosted in the past by the League of Women Voters and hosted currently by The American Legion. Beyond Danville, Dr. Hayes has served the Presbytery of the Peaks as a member of its Nomination Committee and Resolutions Committee, Lieutenant Governor in the Capital District of Kiwanis International, member and secretary for eight years of the nine-member Judicial Ethics Advisory Committee of the Commonwealth of Virginia, whose members are selected by the Chief Justice of the Commonwealth of Virginia, and member of twelve re-accreditation committees selected by the Southern Association of Colleges and Schools for colleges and universities in North Carolina, Tennessee, Georgia, Texas, and Kentucky. The recipient of numerous fellowships, awards, and honors, he was recognized with a biographical sketch in various Who's Who publications, including Who's Who in the South and Southwest and Who's Who in America. Dr. Hayes has served as a Board member for several terms, most recently rejoining in June 2014.

Martin Hopkins, joined the Museum Board in early 2014. Martin was born and raised in Stuart, Virginia. He attended Ferrum College, where he graduated in Ferrum's first BS program with a degree in Leisure Services and Parks Management. He and his wife Barbara moved to Danville in 197, and he began employment with the Danville Parks and Recreation Department. He has worked at several non-profit organizations, including Pittsylvania County Community Action, Inc. and Goodwill. He has served on many boards, including Festival in the Park, Danville Harvest Jubilee, and the Rotary Club of Danville -Riverview. Martin is a founding member of The Rotary Club of Danville -After Hours. He has been on the Shrimp Fest Committee for 20+ years and is currently on the Board at God's Storehouse.

Scott Jones, a Board member since February 2014, is a George Washington High School graduate and attended University of Virginia. He graduated from law school at University of Richmond. Scott is an attorney, and law clerk to the Hon. Jackson L. Kiser. Scott also serves on the Board the Danville Historical Society.

Mark Lewis, is a financial advisor with Raymond James Financial Services and has been in the business for 15 years. He was an independent insurance agent for 5 years prior being a financial advisor. Mark is a proud recipient of an Associate in Applied Science –Business Management from Danville Community College and a Bachelors of Science –Marketing from Averett University. He has his Virginia Property and Casualty insurance license, Virginia, North Carolina, and West Virginia Life and Health insurance license. He currently holds his Series 7, 63 and 65 securities license. Mark has been involved locally for many years. He is a past president of the Danville Host Lions Club and was named a Melvin Jones Fellow by the same club. He is a member of the, Danville Museum of Fine Arts and History, Danville/Pittsylvania County Chamber of Commerce, and the Danville Riverview Rotary. He was named a Paul



Harris Fellow in 2012. He currently is on the board of the Danville Museum of Fine Arts and History. Mark is happily married for 17 years to his lovely wife Amy and has two daughters, Catherine and Caitlin, who he adores. Away from business, he and his family are active members of West Main Baptist Church. He enjoys studying local and military history, golf, and spending time with his family and friends.

Joanie Littleton (Secretary), Board member since June 2013, was born and raised in Danville. She graduated from George Washington High School, Danville Community College, and Averett University. Joanie worked for Dan River Incorporated in Human Resources for 10 years and left in 2000 to be a stay-at-home mom to her then 8 year old. She volunteered at different organizations and was very active in the schools her child attended, assuming roles as PTO president, Volunteer Coordinator, and Booster Club President. She also served as parent chair on the Pittsylvania School System Committee to interview prospective High School Principals and Vice Principals. Joanie returned to work in 2010 to accept a position with PATHS, an organization in which she had volunteered, as Director, Human Resources. Joanie is married to John Littleton and has one son, Michael Chattin.

Jerry Meadors, a Board member since June 2014, was born and raised in Danville. He has experience in project management, communication action, negotiations and advocacy, and has connections in both media and tourism. He is also on the board of the Langhorne House, the North Theater, the UCLA Spotlight Film Awards Board, and the Armenian/American Film Selection Board. Jerry was Vice President/Motion Picture Group/Paramount Pictures for ten years, held top executive positions in Los Angeles entertainment design firms BLT Ass., DAZU and BINGO, produced the award winning feature film EDEN CURVE'S in Danville, RHYTHM and SMOKE in Cuba, LUZ DE LA MISSION in San Francisco, and the star packed DON'S PLUM in Hollywood. He writes for screen and stage, is a trained actor and singer and theatre director with productions in Los Angeles and Danville.

Lawrence W. Meder, a Board member since February 2014, is a recently retired Army Colonel. He served our nation for thirty years, culminating his career as the Chief of Staff of the 364th Expeditionary Sustainment Command after a variety of command and staff positions and locations, both home and abroad. He is a recipient of the Legion of Merit, the Bronze Star for actions overseas, and various other US and Foreign awards and medals. He is a graduate of Vanderbilt University, The Army War College and was a Post Graduate Security Studies Fellow at The Fletcher School of Law and Diplomacy, Tufts University. He is owner of Mader Restorations LLC, and is currently restoring historic homes in the Old West End Historic District, Danville, Virginia. He is active in a number of civic organizations, to include the Danville Kiwanis, and he also a board member and founding partner of CityChoice Realtors Inc.; Nashville, TN. Meder led the Board in a strategic planning process, Fall 2013 to Summer 2014.



Jane Barrett Murray (Incoming President), a Board member since 2007, was born in High Point, North Carolina and moved to Danville in 1961, where she graduated from George Washington High School (1963). She earned a BS in Secondary Education with English Major from Madison College (now JMU) in 1967 and MEd in Secondary Administration from the University of Virginia in 1977. Jane was an English Teacher from 1967-68 at Tunstall High School and from 1968-2002 at George Washington High School. During her teaching career, she served as president of the Danville Education Association and as a board member of the Virginia Education Association. After retirement Jane became a docent at the museum and served as vice-president and president of the Museum Guild. She has always been active in the Danville community. Presently, she sings with Heart Strings and participates in The Wednesday Club. She has been married to Cecil Murray since 1967. Jane enjoys traveling and playing golf.

Jonathan Scollo, a Board member and past President now serving a 5th term, is an Artist and Business Owner. He attended school at the Rhode Island School of Design and received his BFA in Art Education from the University of South Carolina. He has served on the Collections and Exhibitions Committees. His involvement with the museum also includes being the instructor for the Forms in Clay class that is held in the Swanson Studios. Jonathan and his wife Beverly own and operate the Awards & Trophy Shop and Custom Framing in Danville, Virginia.

Barry Shields (Outgoing President), is a graduate of Virginia Commonwealth University with a Bachelor's of Science Degree with a major in marketing. His current position is with American National Bank for the last 15 years as a Vice-President. Past employment includes selling beverage body trucks and trailers and consulting for The Virginia League Central (a trade association of credit unions). He founded and organized 2 credit unions. He then returned to Danville to manage the URW 831 FCU for 2 years. For the last 28 years he has been a loan officer at two different banks. Shields volunteer activities since returning to Danville have included serving as Treasurer of the Danville Sertoma Club and President of Goodwill Industries of Danville Area Inc. He has served on The Danville Museum of History and Fine Arts Board for 7 years and has been Treasurer, President, and currently serves as Past President.

James David Slayton, a Board member since June 2014, was born here in Danville in 1951, spending his childhood on a tobacco farm first in Halifax county and then in Pittsylvania county. He graduated from Dan River High School, attended Danville Community College, and then Averett University (then Averett College). He started as a history major but became a Business major. He earned extra money by working in the Drama Department helping build stage. He worked at Dan River Mills for a little less than a year (a rite of passage for Danville natives) in the training department. He earned an MBA from the College of William and Mary Graduate Business School. Dave started a telecommunications career with what was then the Central



Telephone Company of Missouri in 1976. He moved back to Virginia in 1978, working for Central Tel. in Charlottesville. He left there in 1979 to work for what was then the Chesapeake and Potomac (C&P) Telephone Company (Bell System) in Blacksburg and Roanoke. The remainder of his career was with C&P/Bell Atlantic/Verizon in the area between Richmond and Baltimore. At present, he works at Eden Jewelry in Reidsville, NC. Dave is married to Janet Holley, who has served on Museum board in the past.

Lee Vogler, joined the Board in June 2014.. A native of Southside Virginia, Lee graduated from Virginia Commonwealth University in 2010 with a Bachelor's Degree in Political Science, after receiving his Associate's Degree at DCC in 2007. He became the youngest elected member to City Council in Danville's history in May 2012. Currently, he is employed as a Marketing Consultant for Showcase Magazine. Mr. Vogler is involved in several community activities including founding and leading the group "Moving Danville Forward" and serving on the Regional Industrial Facility Authority (RIFA) and on the Board of Directors for Danville Center Stage. He is also a member of the Danville Kiwanis Club. He and his wife Blair reside in the Grove Park area of Danville and are expecting their first child in August 2014.

Dr. Lawrence (Larry) Wilburn, joined the Museum in June 2014. A Richmond native, he graduated from the University of Richmond with a Bachelor's degree in French and Education in 1969. In 1968 he was awarded a scholarship to Universite Laval in Quebec , Canada for a summer immersion program, where he attended classes and lived with a French-speaking family. He began his teaching career at George Washington High School as a French and Spanish teacher and later chair of the foreign language department. He was selected as Outstanding Young Educator for Danville Public Schools in his third year at George Washington. He earned Master's and Ph.D. degrees in French Language and Literature and Literary Criticism at the University of North Carolina at Chapel Hill where he was awarded a teaching assistantship for three years. After graduate school, he accepted a position at Averett College where he taught French and Spanish. As chair of the Modern Languages Department, he changed the language curriculum to an oral-proficiency based pedagogical approach. He was one of ten French professors in the Commonwealth of Virginia awarded a grant for training in development and curricular application of the Oral Proficiency Interview developed by the U.S. Department of Defense.

After seventeen years in the classroom, Dr. Wilburn was asked to serve as Registrar and Associate Dean of Arts and Sciences. In that capacity, he led the successful technological transition to online grading, course registration, and faculty training. Dr. Wilburn also directed the development and administration of Averett's Quality Enhancement Plan concerning the improvement of college students' reading skills. He has taught in that program as well. As a faculty member and administrator, he served on and chaired several committees including Academic Policies, International Studies, Concert-Lecture Committee, Curriculum Committee



(Associate Dean, ex officio), Faculty Council (Chair), Faculty Development, Honors, Institutional Advancement, and Professional Development.

Five years prior to retirement he was asked to develop and formalize a Study Abroad program. His work led to successful student placement in Spain, Scotland, Ireland, Wales, Canada (Quebec), and Brazil in addition to establishing links with international universities leading to a summer Honors program in Florence, Italy. Dr. Wilburn currently volunteers as the organizer for the Averett Alumni and Friends Tours which to date have traveled to Italy, Ireland, England, France, Austria, Hungary, Slovakia, and the Czech Republic

Since his teenage years he has been a guitar enthusiast, playing folk, rock and classical music. In 2003 he earned a Bachelor's degree in music performance on classical guitar. He has played and sung at many events around Danville. He has also acted with local theater groups and performed as a tenor with the Averett Singers. He teaches classical guitar as an adjunct instructor through Averett's Music Department and privately. As Associate Dean he was able to craft an agreement between the Music Department and the Danville Symphony Orchestra to allow qualified students to perform with the DSO as interns. In addition, he has served on the board of the Danville Concert Association and was responsible for the successful fundraising concert featuring the Celtibillies.

Dr. Wilburn enjoys traveling abroad with his wife, playing with his grandchildren, golf and guitar. He is a supporter of Danville and wants to make a difference in the fine arts in the city and region.



First row: Kristen Houser Barker, Angela Harris, Jane Murray (Incoming President), Brenda Brokaw, Jerry Meadors. **Second row:** Tom Duren, Joanie Littleton, Janice Gilstrap, Larry Wilburn, Justin Ferrell, Lawrence Meder. **Third row:** Dr. Jay Hayes, Anne Geyer, Mark Lewis



First row: Tom Duren, Cynthia Collie, Jane Murray (Incoming President), Joanie Littleton.
Second row: Scott Jones, Cara Burton (Executive Director), Gary Cotta, Jerry Meadors, Sam Kushner. **Third row:** Bobby Allen Roach, Larry Oldham, Martin Hopkins, Lawrence Meder, Barry Shields (Outgoing President)

(Members not pictured on either photo: Niki Fallis, John Michael Fisher, Cedric Hairston, Dave Slayton, and Lee Vogler.)

VE Executive Director Biography

Cara Jane Burton (Executive Director), holds a Bachelor's of Science dual major in Information Studies and Anthropology and Masters in Library Science from Syracuse University. She studied in Arts and Sciences at the College of William and Mary, majoring in Anthropology. Archeological studies included volunteering at Jamestown's Research Center and participated in a Field School at St. Mary's College of Maryland. In Syracuse, she worked for Borden, Inc. ten years as their Information Manager for all international research centers, which included cataloging and records management. In 1996, Burton migrated to the public library field which included a total of fourteen years as a Library Director. At one recent position, she facilitated a three million dollar campaign to preserve, renovate and expand a Carnegie Library. As Director of Solvay Public Library, Burton managed the Solvay Process Collection, the archives of the Solvay Process Company. She has completed a number of archive management, preservation, disaster recovery, space planning, and marketing courses. Other professional experience includes graduating from the Leadership Greater Syracuse Political Leadership



Institute and as a member of the NYS Department of Environment Conservation's Onondaga Lake Citizen Participation Working Group. As an artist, she has had three public exhibits of her paintings and participated in two juried art shows. Fine Arts studies were received at the College of William and Mary, Cazenovia College, and Onondaga Community College.

VF Principal Staff Biographies

David Clark (Educator), holds a BA in English from Hampden-Sydney College. He has worked 33 years as an executive with the Boy Scouts of America. As a hobby, he started shooting muzzle loading firearms in 1976 and was doing occasional presentations for friends who were teachers. For 10 years, Clark was a volunteer with Virginia's Explore Park in their 18th century fort serving several weekends per year as a site interpreter. In 1980, he helped form the 18th VA CSA re-enactment group in Danville but only attended a few events with them. In the 1980's he was certified to conduct firearms demonstrations for the National Park service and have done some Revolutionary War events for them.

While with the Boy Scouts, Clark has spent 35 summers instructing Scouts in 18th & 19th century frontier living skills. He has taught a few education classes in college, and has been a trainer for the BSA for 45 years. Clark reads extensively and has performed in theatrical productions.

Patsi Compton, (Exhibitions and Collections Coordinator), holds a Bachelor of Arts degree from Averett College (now Averett University) with an emphasis in English and Theatre Arts and has twenty-three years of teaching experience in public and parochial schools. In addition to courses in English, journalism and drama, she spent the last eighteen years of her career also teaching advanced levels of American and world history. She has traveled extensively throughout the United States visiting art museums and Civil War sites with her husband, an avid Civil War buff and re-enactor. Compton joined the staff of the DANVILLE MUSEUM first as a volunteer, then as a part-time employee after retiring from teaching, only to be enticed by her love of history and art to become the Education Coordinator, a position that involves developing and scheduling programs and classes for students and adults. In addition to serving on the Exhibitions and Collection committees, she has also curated a number of exhibitions, including "Please Be Seated," showcasing some of the Museum's antique chairs and sofas, "Birds of a Feather," "A Stitch in Time," a display of antique textiles from the Museum's collection, and "Carson Davenport: Native Son – A Retrospective." She has worked extensively on transcribing and accessioning the Wooding Collection. Three years ago, she developed a program on colors and shapes entitled "Art Smart" for area Head Start and preschool groups. Each year since this program has afforded children who might otherwise never visit an art museum the opportunity to view works in a gallery setting while also satisfying a number of the Virginia Standards of Learning.



Debby Cross (Educator), holds a master's degree in art education from Virginia Commonwealth University. Her undergraduate degree was completed in studio art which she received from the College of William and Mary. While there, she also completed a concentration in theatre. During her 13 years in Danville, she has searched out many artistic opportunities which include developing art camps at Apple Tree Children's Center, being a scene designer and painter for DMR productions, exhibiting artwork and teaching classes at the DRAW art gallery, painting murals for the Danville Braves and face painting at many local city events. Debby currently teaches art at Forest Hills Elementary School. With over 10 years of teaching experience in grades pk-8, she is always seeking new ways to communicate her love of the arts to her students.

Karan Johnson (Educator), is a native of New Orleans, LA, who earned a Bachelor of Fine Arts with a specialization in Studio Arts and Interior Design from Louisiana State University in Baton Rouge, LA. She served as an apprentice with an interior design firm and design consultant and manager for an interior design fabric store in Dallas, TX.

Karan's passion has always been children and their hearts and minds, her canvas. During her years at LSU, she spent summers in Tennessee as a camp counselor with young children. After moving to Danville, she assisted her husband while in youth ministry for 12 years and then in his pastoral ministry working especially with preschool and elementary age children. Presently, she is lead teacher for PreK 4 year olds at a private church school and has been in this position for 25 years.

As part-time educator with the Danville Museum since 2002, she has planned and implemented focus tours, summer programs and special events, such as Victorian Holiday, May Day and Saturdays for \$7. She has conducted Scout programs, taught art classes and directed many summer camps for children. She is responsible for two in school trunk programs which allows her to visit many public and private schools and she designs and maintains the museum's Artrageous Art Corner. Karan is married to Reverend Paul Johnson, Chaplain at King's Grant in Martinsville, VA and part-time minister at Shelton Memorial Presbyterian Church in Danville, VA. Her son, Tim, is an attorney with the DOJ in Washington, DC and daughter, Rachel, living in Long Beach, CA is an education facilitator for the Close Up Foundation.

Coleman B. Maddox, Jr., (Visitor Services Coordinator), is a Danville resident of 27 years, Coleman B. Maddox, Jr. {CB} is a self-avowed silver addict, collector and appraiser. He is a native of Charlottesville, Va. While still in Prep School he started working in silver with a jeweler who would later become the first woman to be registered as a British Goldsmith in Edinburgh, Scotland. He also managed an art gallery and craft store called The Artisan's Co-op.



After attending The University of Virginia School of Architecture, CB worked at the oldest Jewelry Store in Charlottesville, Keller & George, where he started appraising silver. After leaving the store, he started working for various clients from New York to Florida including appraising the silver collection at Hollins College. He has also renovated several homes in Charlottesville, Lynchburg and Danville.

After settling in Danville, CB worked at Commonwealth Silver and Goldsmiths. After leaving there, he has continued appraising several jewelry and silver collections. He also volunteered at the Danville Museum and worked on the continuing restoration of his home which was featured on the 2008 Garden Club Tour.

CB started working at The Danville Museum in the fall of 2010 as Visitor Services Coordinator, a position that involves scheduling facility rentals, group tours, volunteers and museum events. In addition to serving on the Facilities, Collections and "Between the Lines" Exhibit Committees, he has also assisted in the installation of several exhibits, including "Please Be Seated", "The Life and Times of Harry Wooding", "Me as a Child", "From Morning to Night", "Tradition and Innovation", "D.O.V.E." and the A.I.D.S. Quilt. He has also co-curated "Time for Tea" and "Stitches in Time" with Patsi Compton. CB is also involved in collections storage, care and accessioning.

Gerry Scearce (Office Manager), is foremost a child of God, wife of 50 years, mother of two daughters and grandmother of two grandchildren. Gerry was born and raised in Danville, Virginia. She and her husband transferred with her husband's employer, Kmart, from Danville in 1975 and returned in 1995.

Gerry started out in the working field of business as a young 16 year old in a local grocery store office. Through Vocational Office Training, a business training program at George Washington High School for seniors in Danville, Gerry began a journey which led to many different positions in the business world. Gerry worked as a computer operator for Dan River Mills Inc, Mutual Savings and Loan, First Federal Savings and Loan and the Virginia Department of Alcoholic Beverage Control. She continued working as a loan clerk at First Federal Savings and Loan, receptionist and teller with American National Bank, receptionist with Family Health Care Center of Danville and office assistant with Woodberry Hills Elementary before coming to the Danville Museum of Fine Arts and History as Office Manager 11 years ago. As an office manager Gerry manages bank deposits, check disbursements, manages employee time and records and membership records. She manages inventory and sales for the retail shop. Gerry has also been the chair of the Special Events Committee for the Danville Museum Sesquicentennial Committee. Gerry taught 12 years with Christian Preschools as a lead teacher and director. In 1995 she joined Woodberry Hills Elementary School in Danville as a teaching assistant. Working as a volunteer in the community has always been a love of Gerry's. She has served her community as a Girl Scout Leader, Director and Teacher of Vacation Bible Schools in various



churches where she has resided. She has also served on the Nominating, Constitutional, Nursery and Communion committees at Woodlawn Baptist Church in Danville, Virginia.

Jaade Williams (Education Coordinator), is a recent graduate with honors from Kaplan University where she received her Master's degree in Higher Education. She also received her Bachelor's degree in Human Services with a minor in Psychology from Old Dominion University where she also graduated with honors. Having just recently moved back to Danville, Jaade has traveled the states enjoying different sites with her military family. Having never been married and having no children, Jaade enjoys her time volunteering for after school programs, helping students with their school work, searching for employment, and deciding and applying for colleges or universities. Jaade enjoys helping students find their way and discover their true talents, and that is why she is a mentor for icouldbe.org where she helps at risk students discover their true passions after completing high school.

This Strategic Plan was voluntarily prepared by Colonel (Retired) Lawrence W. Meder - a current board member. The plan has 5 sections, 15 photos, 48 pages and 14,943 words. Producing this Plan took nearly Six and half solid work weeks of at least eight hours a day spread over one year for research, interviews, discussions and writing, multiple board meetings, and a successful full Board offsite. I hope the long haul and effort will be seen in a favorable light. Best, Lawrence

*We thank you for spending your time reading our Strategic Plan;
We hope that you will visit your Museum soon.*