



NORTH STAR MUSEUM
BOY SCOUTING & GIRL SCOUTING

Museum News

February 2013

program.2013—BE A PART OF IT!

Programs that are retooled, renewed and renown—that is what you can expect to find when you come to the Museum in 2013. You will continue to see favorites like “S’mores with Juliette”, the “Pause that Refreshes”, Merit Badge Workshops, and our new favorite – October’s “Jamboree on the Air.” But, we will also be adding some new things to our mix of programs for all ages. So, make plans to come out to the Museum and participate!

March 12 will bring our next “Pause that Refreshes.” Look for a speaker announcement soon. The spring schedule of Merit Badge Workshops will also be on the web site shortly.

In April, a meeting of our Collector’s Group will take place on Saturday, the 13th. This group is made up of Girl Scout and Boy Scout memorabilia collectors. Initially devoted to a topic of common interest, the meeting next moves into affinity group breakouts. Attendees also have an opportunity to help the Museum identify mystery items in its collection, trade with other collectors, and introduce new people to the collecting hobby. We meet from 10 a.m. to noon.

In addition to May flowers, April will also bring another session of our Adult Book Group on April 16 at 7 p.m. In this session, we will be reading Stacy Cordery’s book Juliette Gordon Low: The Remarkable Founder of the Girl Scouts. We have copies of this book for sale in our shop. The event begins at 7 p.m. and you must register in advance.

Concluding an active month, our April line up also includes a new program pilot aimed primarily at Cub Scouts, called “Fireside Fun with B-P”. Gathering on Friday, April 19 at 6 p.m., this program consists of fun Scouting activities, an opportunity to meet with Scouting’s founder, and ends around a campfire with s’mores and songs. The cost for this event is \$4 per person and pre-registration is required. Please help us get the word out about this new program.

May and June are also busy months. In addition to merit badge offerings, there will be another edition of “S’mores with Juliette” on May 3 at 6 p.m. In June, we have the Collector’s Group on the 15th and the Adult Book Group (book to be identified soon) on the 18th. Our June 12 “Pause” will feature Tisha Bolger, COO of Girl Scouts of Minnesota and Wisconsin River Valleys, who will speak on kids and camping. Her talk will be informed by several years on the board of the American Camping Association, including a recent turn as its President. Lunch costs \$10, and pre-registration will be required.

Finally, on June 27, we will have our first Family Book Group meeting. This year, we will read one book in June and one in July. These books will be announced closer to the date and pre-registration will be required.

As you can see, we have planned a lot of going on at the Museum this year. This article only covers the first half of the year. Of course, these events can only happen with the help of dedicated attendees and volunteers—like you. Please preregister for the events you wish to attend. And, if you would like to help us run an event as a volunteer, we could certainly use your assistance. Either way, call the Museum at 651-748-2880 or e-mail Claudia at cnicholson@nssm.org.

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The June newsletter will preview program plans for the second half of the year. But you should plan on a “Pause that Refreshes” on the 12th of the month if it falls on a weekday (except in November, when it falls to closely to our annual Founders Hall induction ceremony). In addition, the Adult Book Group and the Collector’s Group meet every other month. As you can see, we are offering something for everyone in 2013!

New Year Brings Fresh (and Exciting) Winds of Change

The Museum has experienced a number of turning points in its 37-year history. The highlights include moving into the Dakota County Historical Society building in the early 1980s, moving into Midwest Plastics in the early 1990s, hiring Claudia Nicholson as our first professional Executive Director and the purchase of the former North St. Paul Library in 2005, and last year, paying off our CD note and securing the ownership of our home. Each of these events has preserved the institution and propelled it forward. Nothing that occurred in the past, however, can equal the change that is in the offing in 2013.

In mid-2012, the Board, on the recommendation of its Membership Committee, commissioned a marketing study by Jim Frost. He has extensive non-profit experience including many years as the Marketing Manager at the Minnesota State Fair. After his initial interviews, Jim quickly concluded that studying potential marketing opportunities put the cart before the horse. He felt, and the Board agreed, that he should first study the institution’s overall strategy and recommend changes that would be necessary before considering a marketing plan. His report was conveyed to the Board in November.

The Frost Report recommendations were based on a conclusion that without more than our current staff of one, the Museum lacked the capacity-building capability that is absolutely necessary for it to survive and thrive. In short, absent an investment in additional staff, the Museum could not expect to raise funds necessary to meet even current expenses. His recommendations included the addition of staff to focus on fund raising, administration and volunteer development, ramping up the pace with which exhibits are changed out, and beginning marketing efforts to drive up visitation and membership.

Based on the Frost Report, the 2013 budget was developed to include a “Growth and Improvement” project. This \$100,000 line item included money to hire two additional staff members, cover the start-up costs of adding staff, and a projection of offsetting income likely to be generated by their presence. Although the Board was prepared to seed the plan by borrowing against existing long-term assets, at our January 27 Board meeting, a surprise and well-timed \$90,000 unrestricted gift from a generous donor was announced! Nevertheless, even with this substantial gift, we still need to raise our usual annual operating budget.

With a plan in place, we are moving ahead to hire an Administrative Assistant. The Administrative Assistant will take over many of the routine day-to-day tasks of keeping the Museum humming, such as paying bills, tracking contributions, recordkeeping, membership renewal billings, and answering phones. The Administrative Assistant will work part-time.

The second new hire will be a Director of Institutional Advancement (“DIA”). This full-time employee will look outside the Museum by advancing its mission, protecting and promoting its image, and articulate its vision to the community. The DIA will work on PR, marketing, sponsorships, fund raising, member relations, communications and social media.

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It is expected that both employees will be in place and working by April. A reception for them is planned, so please be on the lookout for an announcement. We want our new staff to feel welcomed and you to have an early opportunity to meet the new voices at the end of our telephone line.

With our new staff in place, Claudia expects to initiate a programmatic renaissance at the Museum. Her attention will be turned inward, working with the Collections Committee to advance work on the collection, by organizing, cataloging, and uncovering the treasures that we know we have, and by creating public opportunities to see and experience Boy Scout and Girl Scout history as they never have before. She plans to identify areas of Girl Scout and Boy Scout history in this area that we are not collecting, and hopes to be more proactive, so we can build a collection without peer in the country. What does this mean for our members and friends? Claudia will be free to develop small and quickly changing exhibits, fix up some that are already on display, and begin working with the new Exhibits Committee to develop larger, more long-range plans for important exhibits that tackle topics that no one else is looking at. She will be working with the Program Committee to develop more exciting programs to appeal to a broad range of people, and will be working on the creation of a “Hands-On History Room” for kids to learn about Scouting projects and activities that were once part of the program. To keep everyone up to date, Claudia plans to write and blog about the wonderful discoveries she makes.

Stay tuned. By the end of 2013, we should have some HUGE things to celebrate!



Meet Jim the Treasurer

As of January 1, the Museum has a new Board member and officer. Jim Stevenson is our new Treasurer. It would be an understatement to say that he is well-qualified for the job. He has an excellent pedigree in both business and in Scouting. Jim graduated from Mankato State University in 1979, triple majoring in Business Administration, Finance and Accounting. He has been a Minnesota certified public accountant for thirty years, spending seventeen of those years at his current firm, Lethert Skwira, Schultz & Co., CPAs and Business Consultants. The firm has been in existence since 1918 and is located in Downtown St Paul. Jim is the managing partner.



Here is new North Star Treasurer Jim Stevenson at the office taking a quick photo break as tax season begins

Jim's Scouting background is extensive. He earned his Eagle badge in 1975 and is a Vigil member of the Order of the Arrow. Woodbadge trained since 1982, Jim was active in the old Chief Little Crow district of the old Indianhead Council, which earned him the District Award of Merit. He is currently the Chartered Organization Representative for Pack and Troop 817 in Oakdale and is the troop's Advancement Chair. Jim's wife Cathy is active in a Woodbury service unit for Girl Scouts.

Equally active in the community at large, Jim is the current Treasurer and past President of the Woodbury Rotary Club. He is a member and past chair of the Guardian Angels Church board of trustees and currently serves on the Woodbury YMCA citizen advisory board. Jim is also a member of the Woodbury Chamber of Commerce and is a former member and Past Treasurer of the Hill Murray School board of trustees. Next time you see Jim, give him a big North Star Museum welcome!

Volunteer Corner

By Gary Gorman

This month's Volunteer Corner profiles a long time Scouter—Mike Galvin, Jr. Mike began his Scouting connection as a Boy Scout in Troop 11, chartered to Winona, Minnesota's Catholic Cathedral parish. When he was sixteen, Mike's family moved to St. Paul, where his father continued his career as an attorney. In St. Paul, Mike joined Troop 13, sponsored by Saint Columba parish in St. Paul's Midway area. The troop became famous for marching in the St. Paul Winter Carnival parade with the Hi-Lex Nomes. Coincidentally, Troop 13 was also my boyhood Troop.

By 1947, Mike, by then a Life Scout, was selected to participate in the 1947 World Jamboree held near Paris, France. According to Mike, it cost \$450, plus \$150 for uniforms, to attend. Incredibly, the troop traveled to France on a U.S. army troop ship. This provisional troop of thirty-four boys and three adult leaders became, for a few memorable and exciting weeks, Region 10's provisional Troop 21. The boys came from the Region Ten states of Minnesota, North Dakota South Dakota, and Montana. So began Mike's life long journey of adventure and cheerful service to his community and to Scouting.

In 1957, Mike graduated from the University of Minnesota Law School. In practice for over fifty years, he is an institution at the Briggs & Morgan law firm and in the Minnesota legal community. Mike is married to Frances Culligan Galvin and together they raised seven children, one of whom is an Eagle Scout. Mike became an active Scouting volunteer as an adult. He will always be remembered as the final Indian-head Council President before the council joined with Viking Council to form Northern Star Council. As a community volunteer, one of Mike's many activities included being President of the St. Paul Winter Carnival in 1971. Mike is probably the only former Hi-Lex Nome that went on to run the Winter Carnival.

Fast forward to about 2007, when Ron Phillippe and Howard Guthmann introduced Mike to Claudia Nicholson and the North Star Museum. The introduction led to selection of the Museum to host Troop 21's sixtieth and most recent reunion on July 7, 2007. Sixteen of the original thirty-four boys of Troop 21 were present!

The Troop 21 reunion also cemented the union between Mike and the North Star Museum. Mike became an active member of the Museum and has served as a founder, co-chair and fund raiser on the Museum's Development Committee. Mike played a key role in the Museum's successful efforts to retire its building debt and raise important operating funds.

Mike is also responsible for donating materials that now comprise the Museum's significant 1947 World Jamboree collection, which documents the "Best Provisional/Jamboree Troop Ever Assembled Based on their Individual and Group Accomplishments." To place this quote from a Troop 21 alum in perspective, the thirty-four boys consisted of: twenty-five Eagle Scouts, five Life Scouts, one Star Scout, and one 1st Class Scout. Later in life these same former Scouts earned a total of thirty B.A. Degrees, seventeen advanced degrees, including twelve M.A. degrees and five Ph.D. degrees. The group also included one Rhodes Scholar, three Fulbright Scholars, and two Guggenheim fellows. Additionally twenty-seven served in the military and thirteen of them were officers. Thank You, Mike, for all you have done for the Museum, Scouting and the community.



February's featured volunteer
Mike Galvin

Gratitude Expressed at Planning Retreat

On Saturday, January 5, Barb Herrmann's three-year tenure as Board Chair was recognized at the Museum's annual planning conference by her successor, Ron Phillippe. He expressed appreciation for Barb's significant influence on the success of the Museum, and acknowledged her accomplishments with a unique plaque featuring the words, "The only limits are those of vision."

Barb has been active in both Girl Scouting and Boy Scouting for decades. In addition to chairing the Museum Board, she has served several terms on the Museum Board. Barb also has extensive non-profit management experience outside of Scouting.

The end of Barb Herrmann's terms as Board Chair marked a beginning for Ron Phillippe. Ron's relationship with the Museum, significant change and growth. His tenure with Scouting began in 1950 and he ultimately joined the professional ranks of the BSA in 1957 after graduation from college.

His career included serving in four councils and on the national staff (assistant national director of Exploring and national director of Public Relations) before coming to the Indianhead Council in 1978. He retired in 2000 to a full schedule of non-profit involvements with Stillwater's Lakeview Hospital, the North Star Museum, and the Northern Star Council. Ron is well-positioned to lead the Museum through the next phase of its growth.

NEW NSSM BOARD CHAIR PREDICTS BRIGHT FUTURE

On January 5, recently elected Board Chair, Ron Phillippe presided over his first Museum Planning Conference. Led by Ron, the Board has produced some exciting plans for the future.

The agenda for the Planning Conference started back in the summer when the Board commissioned a pro bono analysis of the Museum's operations. Jim Frost, a member of NSSM, conducted the research and produced a report, which became the agenda for the planning session.

Key findings of the report were digested and produced the following goals for 2013: **(1) Expand the museum staff** with a full-time person to handle visibility and growth ... and a half-time administrative assistant to support museum director Claudia Nicholson. These changes will allow Claudia to focus on the collection, exhibits, and program. **(2) Develop a comprehensive business plan** to make certain the Museum's finances image and program are strong and viable for the future. **(3) Gain control of our huge collection** (150,000 items of memorabilia) that needs the attention of our Executive Director / Curator as well as an expanded volunteer crew.

In addition to these ambitious plans, part of the Museum's bright future includes getting its lighting totally reworked. Thanks to a \$50,000 State of Minnesota Legacy Grant, the Museum's lighting will be improved so we can illuminate our exhibits without the damaging effects of ultraviolet light. Tom Welna and Bill Rust are working with a contractor to bid, start construction and finish this project in the first quarter of this year.



Incoming Board Chair Ron Phillippe recognizes the achievements of outgoing Chair Barb Herrmann at the Museum's January Planning Conference

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The Museum's vibrancy is demonstrated by its ten operating committees (**Collections to Development** to **Program to PR/Marketing**, etc.). These committees continue to develop the details of our mission and implement the Museum's work. The great volunteers who populate our committees are determined and passionate. (If you are not on a committee, we would enjoy your participation.) It seems our theme for 2013 should be "first things first ... ten at a time" ... "hang with us we are on the move!"

Thank You for Your Support

In 2012 the year end appeal set a new record. During November and December, the friends and benefactors of the Museum donated \$33,000! With these funds, the lights, heat, air conditioning, and our excellent programs can continue. Thank you one and all for your support. A great end to one year always bodes well for the next. We look forward to your continued support of and participation in our one-of-a-kind institution.

Museum News Editorial Team: Terri Anderson, John Guthmann, Claudia Nicholson, John Raymond and Kathryn White.

North Star Scouting Memorabilia Inc. is a Minnesota non-profit corporation, a member of the American Association of Museums, Association of Midwest Museums, and the Association of Scout Museums International. We are a 501(c)(3) with the mission to collect, preserve, share and interpret the history and significance of Boy Scouting and Girl Scouting in the upper Midwest.. We adhere to the Code of Ethics of the American Association of Museums and the Donor Bill of Rights.

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