



THE AMERICAN  
CIVIL WAR CENTER  
*At Historic Tredegar*



2009 ANNUAL REPORT





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- 2 **PRESIDENT CHRISTY S. COLEMAN BRIDGES MULTIPLE PERSPECTIVES OF THE CIVIL WAR**
- 3 **THE CENTER'S NEW CHAIR SEES OUR MISSION AS INTEGRAL TO THE COUNTRY'S FUTURE**
- 4 **YOUNG PROFESSIONALS MAKE NEW FRIENDS BY SHARING A COMMON PASSION**
- 4 **TAKE OUR STAND: THE AFRICAN AMERICAN MILITARY EXPERIENCE IN THE AGE OF JIM CROW**
- 5 **THREE EXPERIENCES FOR ONE LOW PRICE**
- 6 **LINCOLN AND THE SOUTH BRINGS HUNDREDS OF HISTORY BUFFS FROM AROUND THE COUNTRY TO RICHMOND**
- 7 **LET'S GIVE THEM SOMETHING TO TALK ABOUT**
- 8 **HONOR ROLL OF DONORS**
- 10 **2009 CALENDAR OF EVENTS**
- 11 **FINANCIALS**
- 12 **BOARD OF DIRECTORS & STAFF**

## PRESIDENT CHRISTY S. COLEMAN BRIDGES MULTIPLE PERSPECTIVES OF THE CIVIL WAR

After two years at her current post, Christy S. Coleman, president of The American Civil War Center at *Historic Tredegar*, has grown accustomed to being asked one particular question: How can an African-American woman, born in the South and raised within 60 miles of Richmond, possibly present a three-pronged viewpoint of the Civil War?

more, she is able to encompass and appreciate all experiences. In turn, this diversity allows the Center to paint a broader portrait of the ultimate test of our nation's shared strength.

"History is about characters and narratives," she says. "Each generation asks a different set of questions. The facts don't change and the point is the past is not over. Our job at the Center is to reveal the past and allow the players to speak for themselves."

his pride in flying the "Stars and Bars" flag of the Confederacy. In response, Coleman shared a story of her own.

Since the 1870s, Coleman's family had owned land in South Georgia. Her great-grandfather, a farmer, and her great-great uncle, a minister, were both very successful. One day in 1915, when Coleman's great-grandfather was selling his cotton and corn at the exchange, he asked why he was not being paid the same rate as white farmers. The men at the exchange asked him, "Who do you think you are?" and called him "uppity."

After that experience at the exchange, the family was awakened in the night by men wearing white hoods and waving the Confederate flag. Coleman's family fled Georgia before the sun came up, with the parents and younger children going further south to Florida and the older children heading to Detroit. The family remained divided and did not return to their property in Georgia for many years.

The community member who questioned Coleman was moved by her story. It proved that this painful chapter doesn't have only one narrative but many, and more importantly, that these many stories can all be significant to history.

Born in Winter Park, Florida, Coleman spent most of her youth and young adulthood in Williamsburg, Virginia. Her parents, who were participants in the Civil Rights movement and also lovers of

history, provided a rich backdrop for her later career. "The experience of growing up around my parents' friends, who worked for Colonial Williamsburg, really changed how I experienced history," she recalls. "When you learn the remarkable stories of people with differing passions and how those passions led to different decisions, it enables you to understand many narratives. They all have validity and lessons."

During her studies at William and Mary and Hampton University, from which she received her degree, and her 10 years at Colonial Williamsburg, Coleman was able to combine her interests in performing theater and history. Of her work at Colonial Williamsburg, she says, "It was a great training ground. I will cherish those years forever."

After Colonial Williamsburg, Coleman went on to become president of the Charles H. Wright Museum of African American History in Detroit. During her tenure, the museum experienced a five-fold increase in membership and conducted a capital campaign that raised \$38 million. When the opportunity at the Center developed, Coleman was ready to bring her young family home to Virginia.

"I love being at the Center," notes Coleman, seeing her mission as both personal and also key to helping to bridge the 150-year rift between the three perspectives, which when combined, make us all Americans. "I realized that my own



Christy Coleman, president of The American Civil War Center, uses diversity to paint a broader portrait of the Civil War experience.

According to Coleman, the answer is simple. With ongoing scholarship, a natural passion for her subject, and the sort of practiced objectivity that motivates others to want to read and learn

A community member of an earlier generation wanted reassurance that Coleman would appreciate the Confederate side of the Civil War story. He particularly wanted to know that Coleman respected

life experiences could come to bear in helping the Center realize our mission and grow. As a Virginian, I appreciate the causes and course of the war. Understanding the many legacies of our nation's deadliest war is important to me, and to our children."

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## THE CENTER'S NEW CHAIR SEES OUR MISSION AS INTEGRAL TO THE COUNTRY'S FUTURE

The American Civil War Center at *Historic Tredegar* is more than a museum to newly appointed Board of Directors Chair, Elisabeth Muhlenfeld, Ph.D.

"I got involved with this project because I thought it was the most interesting public history project going on in the country," says Muhlenfeld. "I've stayed involved because the Center has the potential to make a positive difference in the nation by using the Civil War to re-engage interest in our national history – complete with all of its warts as well as its triumphs."

Retiring as the president of Sweet Briar College and moving to Richmond in 2009, Muhlenfeld has discovered many opportunities to advocate on behalf of the Center. However, she found *Lincoln and the South*, the Center's 2009 Conference, to have been the highlight of the year. The conference, which was attended by more than 200 people from

around the country, provided a forum for internationally recognized scholars of the antebellum, Civil War and Reconstruction periods to discuss the relationship between the South and one of our great political and social figures.



LEFT: Stacy Burrs, chair of Board of Directors, Black History Museum and Cultural Center of Virginia. RIGHT: Elisabeth Muhlenfeld, Ph.D., chairwoman of The American Civil War Center

"*Lincoln and the South* embodied all the strands we have tried to pull together in this Center. With a narrative based not around a battle, but a figure, we were able to show Lincoln from many perspectives, and in the process, come to understand Lincoln's impact on North and South, black and white," she notes.

"Today Lincoln belongs to all of us. A hundred and fifty years ago, he was beleaguered by political rivals, vilified by white Southerners, revered by blacks on both sides. No one could see him as a

political genius at the time," Muhlenfeld says. "Today, it is not surprising that he is regarded as one the great writers of the 19th century."

Muhlenfeld has studied southern literature for most of her career, specializing in the work of Confederate writers. She is also a writer herself, penning a biography of noted Civil War diarist Mary Chesnut as well as editing several of Chesnut's manuscript books. She explains, "The writers in the South had no access to publishers during the war. Afterwards, many were blacklisted."

Because the South became increasingly estranged in the years leading up to the war, it was a particularly intriguing subject to northern readers 15 to 20 years after the war ended. By the turn of the century, the antebellum years were being so romanticized that scholars nicknamed this period "Moonlight and Magnolias." While we may laugh at the works of this period today, Muhlenfeld says this literature was "the country's intuitive move to reconciliation."

Looking ahead, Muhlenfeld is excited about the impact of *Take Our Stand: The African-American Military Experience in the Age of Jim Crow*, an exhibit which will travel the country beginning in the fall of 2010. Produced through a partnership between The American Civil War Center and the Black History Museum and Cultural Center of Virginia (it opened at the Black History Museum in February), this

exhibit highlights the changing roles of African Americans in the military – from the Spanish American War to the integration of the U.S. military (1898-1948).

"Helping people understand the legacies of the Civil War is one of the most important aspects of the Center's mission," says Muhlenfeld. "*Take Our Stand*, while it hangs in Richmond and while it travels around the country, provides a greater understanding of race, heroism, the demands of citizenship, and what it means to serve one's country in the face of virulent discrimination."

Muhlenfeld's dedication to the Center stems from one basic belief: "Ours would be a better nation if people looked at the Civil War deeply and really understood from whence this nation came." She believes that the Center achieves that goal by "making what might seem like a simple story become more complex, while also allowing visitors to understand it more fully."

And as the 150th commemoration of the Civil War and the end of slavery approach in 2011, she says, "Our mission couldn't be more relevant and timely."

## YOUNG PROFESSIONALS MAKE NEW FRIENDS BY SHARING A COMMON PASSION

The Tredegar Society, which launched in late 2008, brings together young professionals in the Richmond area to volunteer, fundraise and have fun! So far, the Society has hosted “friendraisers” at BlackFinn and The Boathouse at Rocketts Landing, held an organizational event at the Center, and volunteered at the opening of the traveling exhibit, *Take Our Stand*.

“We all have an interest in history, want to help out the Center, and meet new friends,” says Cameron O’Brion, chair of the Tredegar Society.

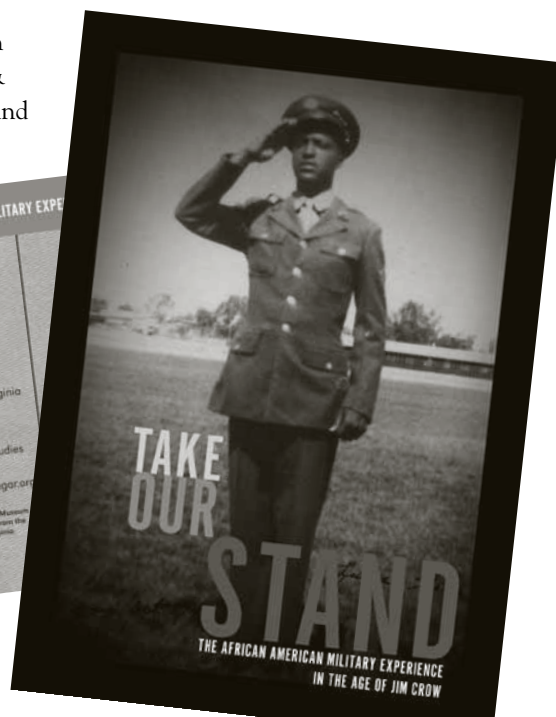
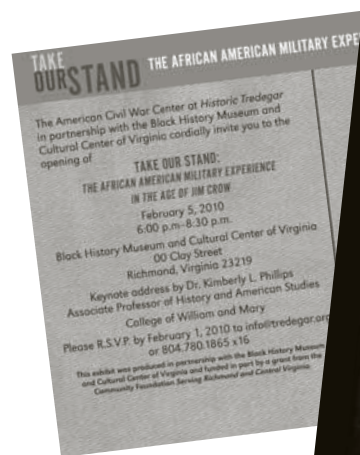
Members of the Tredegar Society also become involved with other aspects of the Center. For example, Mike Gray, the Society’s development chair, serves on the development committee of the Board of Directors.

To date, the Society’s hard-working, 10-person steering committee has brought in more than 50 members, with more signing up all the time. For more information about the Society or to join, please contact Christie Ann Bieber at 804-780-1865, Ext. 21.

## TAKE OUR STAND: THE AFRICAN AMERICAN MILITARY EXPERIENCE IN THE AGE OF JIM CROW

Chronicling the changing roles of African Americans in the military from the Spanish-American War (1898) to the integration of the U.S. military (1948), traveling exhibit *Take Our Stand* shines a bright light on what it means to serve one’s country in the face of virulent discrimination and in the process, strives to create a better understanding of race, heroism and the demands of citizenship. Images and documents reproduced from the Center’s John H. Motley Collection of African American military memorabilia bring these experiences to life.

Produced in partnership with the Black History Museum & Cultural Center of Virginia and funded in part by a



Look for this  
icon throughout  
the Center

### TREDEGAR DIGITAL DISPATCHES: MP3 PLAYER AUDIO & VIDEO CONTENT

From dramatic readings of historic documents to staff commentaries and stories behind some of the artifacts, this fascinating audio and video content will give you a more in-depth look at *In the Cause of Liberty*. Download it to any MP3 player from our website <http://tredegar.org/civil-war-podcasts.aspx> and bring it along when you come to the Center or watch and/or listen to it on its own. We’ve even developed digital content for students grades 4-7.

grant from the Community Foundation Serving Richmond and Central Virginia, this powerful exhibit is currently on

display at the Black History Museum & Cultural Center until May 29. It will then move to the Richmond Public Library, Main Branch, where it will remain until July 2010.

At the opening reception, Kimberley L. Phillips, associate professor of history at the College of William and Mary, delivered the keynote address and discussed her upcoming book, *War, What is it Good For? Black Freedom Struggles and the U.S. Military* (University of North Carolina Press). Members of the Tuskegee Airmen International, Inc. – World War II’s living legends – were also recognized at the reception.



## THREE EXPERIENCES FOR ONE LOW PRICE

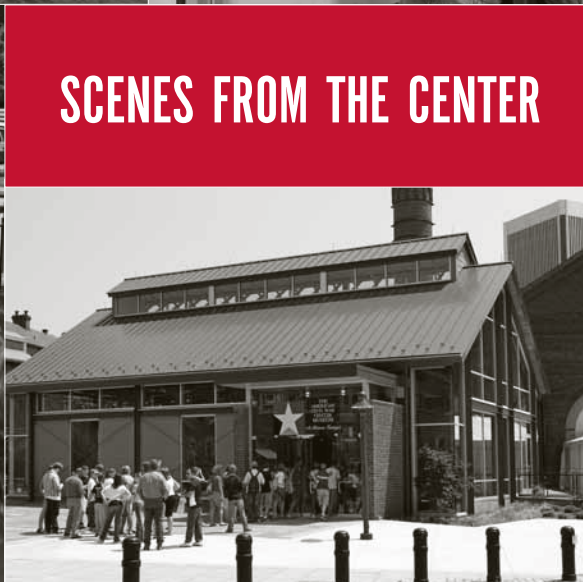
### *The American Civil War Center, Museum of the Confederacy, and National Park Service Offer Joint Ticket*

Visitors to Richmond have the opportunity to experience the Civil War full circle for one low price as The American Civil War Center at Historic Tredegar, the Museum of the Confederacy, and the Richmond National Battlefield Park Visitor Center offer a joint ticket to view all three sites. Beginning Friday, May 22, 2009, visitors can purchase the Richmond Civil War Pass joint ticket for \$15, a savings of four dollars.

Visitors can orient themselves to local battlefields and learn about the city's pivotal role during the war by touring the Richmond National Battlefield Park Visitor Center, located on the Tredegar campus. The Museum of the Confederacy houses the world's largest collection of artifacts associated with the Confederate States of America, and offers tours of the White House of the Confederacy, the fully restored wartime home of President Jefferson Davis, adjacent to the museum.



## SCENES FROM THE CENTER



## LINCOLN AND THE SOUTH BRINGS HUNDREDS OF HISTORY BUFFS FROM AROUND THE COUNTRY TO RICHMOND

Nearly 200 history buffs, academics, teachers and Civil War enthusiasts attended *Lincoln and the South*, the Center's bi-annual conference in March 2009. Held at the Jepson Alumni Center at the University of Richmond, the conference featured some of the most eminent scholars in the country, including James McPherson of Princeton University, Emory Thomas of the University of Georgia and Charles Dew of Williams College (Williamstown, Massachusetts). These speakers also moderated discussions regarding Lincoln's legacy in the South during the post-war years through today.

Sessions covered the years leading up to the election of 1860, Lincoln's election and the war years, and Lincoln's hope for reunification. One of the main highlights of the Conference was James McPherson's lecture, "Lincoln as Commander in Chief," which was part of the annual Jepson

Leadership Forum. It was followed by a reception and book signing at the Center.

Representatives from the National Trust for Historic Preservation presented an overview of the Lincoln Cottage in Washington, D.C., which served as a retreat for Lincoln and his family. The Cottage has recently been opened to the public.

Our partners at the National Park Service Richmond National Battlefield Park Visitor Center offered a walking tour, which traced Lincoln's steps as he explored Richmond, days after it fell to Union forces.



### COMING IN 2010

The Center will begin hosting events outside of the Richmond area. The first events, held in Chicago and New York City this fall, will include dinner and a moderated discussion. If you would like to attend these events or host an event in your hometown, please contact Christie Ann Bieber at [cbieber@tredegar.org](mailto:cbieber@tredegar.org) or 804-780-1865, Ext. 21.

## LET'S GIVE THEM SOMETHING TO TALK ABOUT

### *The Center Featured in National, Regional and Local Media*

As Chris Dovi said in his article, “Secessionary Times” in Richmond’s *Style Weekly*, “Since the museum opened three years ago, the (visitor feedback) wall has posed a number of simple but thought-provoking questions meant to provide insight into the legacy of the Civil War. A simple partition that marks the end of the Center’s tour, it’s been filled with scrawled Post-it messages providing gentle critiques of the museum, or gratitude for its thoughtful handling of a sensitive time in American history.”

Dovi, like many other writers, found the mission of The American Civil War Center a compelling topic this year. National media outlets including the *New York Times*, *National Geographic Traveler*, and the *Chicago Tribune* all featured articles on visiting the Center. And around the country, the Center was featured in publications like the *Charleston Daily Mail*, *The Rock Hill Herald* (SC), the *Tifton Gazette* (GA), the *Winchester Flair* (VA), and the *Charlotte Post* (NC).

*The Richmond Times-Dispatch* also covered the Center’s news, including the *Lincoln and the South* conference, the National Park Service merger, and participation in *The Future of Richmond’s Past* series.

Since the 8.3-acre Center is part of the grounds for the Richmond Folk Festival,

not only does visitation spike during the festival, media coverage also increases. With more than 150,000 visitors to the Folk Festival this year, the Center was mentioned in numerous blogs and articles.

The Center’s social media presence has also increased significantly with 829 Facebook users “liking” The Center and a following of 210 on Twitter. In fact, one of the most popular highlights of the Center is a Twitter stream from the Lincoln and Tad statue. Check it out at [twitter.com/lincolnstatue/](http://twitter.com/lincolnstatue/)

### MEDIA MENTIONS

Throughout 2009, the Center was featured by various media outlets including:

*Charleston Daily Mail* (WV)  
*Charlotte Post* (NC)  
*Chicago Tribune*  
*National Geographic Traveler*  
*New York Times*  
*The Richmond Times-Dispatch*  
*The Rock Hill Herald* (SC)  
*Style Weekly* (VA)  
*Tifton Gazette* (GA)  
*Winchester Flair* (VA)

The Lincoln & Tad statue, on the grounds of the Center, is now on Twitter. You can follow the statue’s “tweets” @lincolnstatue



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 The Tailored Window

## 2009 EDUCATION & PUBLIC PROGRAMS

### FEBRUARY

*Saturday, February 14, 2009*

#### LIBERTY'S FATHER: GEORGE WASHINGTON & THE AMERICAN CIVIL WAR

By the early 19th century, George Washington had achieved iconic status in the United States as a soldier, statesman, and politician. Heralded as a hero in the fight for independence during the American Revolution, Washington became a symbol of freedom for both Union and Confederate causes during the Civil War. Using images and personal accounts from the Civil War era, this 30-minute program explored how Washington's legacy was embraced by North and South to promote their respective visions of liberty.

### MARCH

*Saturday, March 21, 2009*

#### HARRIET TUBMAN: THE CHOSEN ONE

Harriet Tubman is perhaps the most well-known of all the Underground Railroad's "conductors." During a 10-year span, she made 19 trips into the South and escorted over 300 slaves to freedom. And, as she once proudly pointed out to Frederick Douglass, in all of her journeys she "never lost a single passenger." Professional actress and historian Gwendolyn Briley-Strand brought to life the courageous story of Harriet Tubman in a stirring 45-minute performance.

### APRIL

*Saturday, April 25, 2009*

#### CIVIL WAR DAY AT HISTORIC TREDEGAR

Cannon firing and period music were just a few of the highlights of the Twelfth Annual Civil War Day at Tredegar Ironworks. Living history demonstrations were scheduled throughout the day. Young people played 19th century children's games, learned to drill like Civil War soldiers and talk one-on-one with the living history interpreters as they toured the camps.

### JUNE – AUGUST

*Summer Interpretive Programs*

#### RANGER TALK/TOUR – RICHMOND NATIONAL BATTLEFIELD VISITOR CENTER

Visitors learned about the people and events that impacted Tredegar and the Confederate Capital from 1861-1865.



### MUSEUM TALK/TOUR –

#### THE AMERICAN CIVIL WAR CENTER MUSEUM

Visitors explored the life of a Civil War soldier with a costumed interpreter, heard stories from the home front, and learned the secrets of prison camp survival.

### SEPTEMBER

*Saturday, September 12, 2009*

#### RICHMOND'S CIVIL WAR PRISONS

Thousands of Union soldiers were imprisoned in Richmond camps during the war. In September visitors learned the stories of the men who were held captive at Belle Isle, Libby Prison, Castle Thunder, Castle Godwin, and McDaniel's Negro Jail. A focused tour of *In the Cause of Liberty* was provided by ACWC educator Jenny Didas. Visitors also had an opportunity to role play and learn the secrets of prison camp survival. NPS historian Mike Gorman also gave a talk on Belle Isle Prison in the NPS Visitor Center Theater.

### OCTOBER

*October 9 – 11, 2009*

#### RICHMOND FOLK FESTIVAL

Last year more than 150,000 people made their way to downtown Richmond's riverfront for a fantastic weekend of music, dance, and culture from throughout the world. The Richmond Folk Festival included seven stages and more than 30 performing groups, Virginia Folk Life demonstration area, ethnic foods and more. The American Civil War Center and National Park Service presented educational

programs throughout the weekend.

*Saturday, October 24, 2009*

#### HOT STUFF: CIVIL WAR IRON MAKING

Visitors had the opportunity to visit historians Andy Talkov and Paul Fritz for a talk and demonstration on the art of casting cannon during the 19th century.

### NOVEMBER

*Friday, November 6, 2009*

#### HOMESCHOOLERS DAY

Homeschoolers visited historic Tredegar Iron Works and enjoyed programming from two Civil War museums for the day. The program included *A Woman's War*, *Common Soldier*, *The Cannon's Roar* and NPS ranger-led activity stations.



*Saturday, November 14, 2009*

#### A WOMAN'S WAR: JEWISH WOMEN IN CIVIL WAR HISTORY

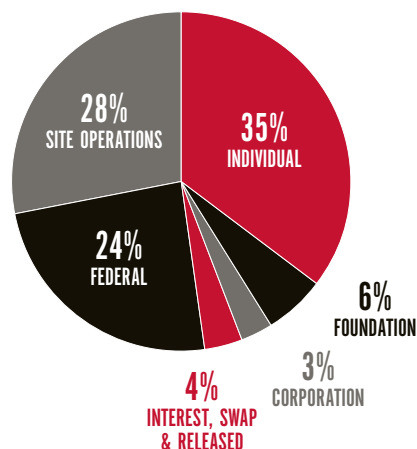
Educator Jenny Didas gave a unique tour of the Center's exhibit, *In the Cause of Liberty*, for a discussion of the roles Jewish women played during the Civil War as nurses, spies, authors, and philanthropists.

## FINANCIALS

### FISCAL YEAR 2009 TOTAL REVENUE

INDIVIDUAL	\$601,259
FOUNDATION	\$100,000
CORPORATION	\$51,038
INTEREST, SWAP & RELEASED	\$61,364
FEDERAL	\$411,394
SITE OPERATIONS	\$474,993
<b>TOTAL REVENUE</b>	<b>\$1,700,048</b>

### FY 2009 REVENUE



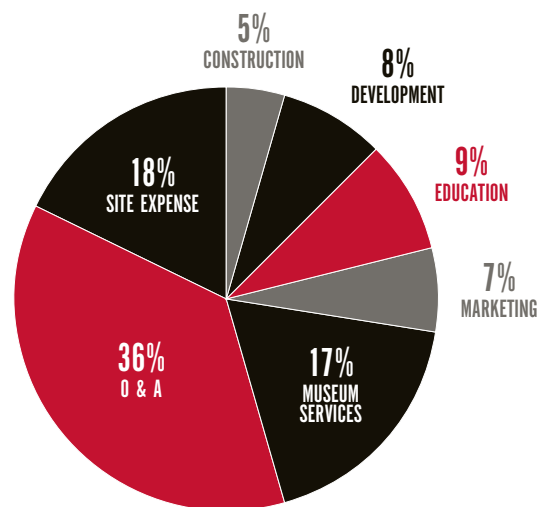
The year 2009 will go down in the history books as one of unprecedented economic challenges for the country. While The American Civil War Center was fortunate to experience a rise in attendance from the previous year, we also saw ancillary purchases decline. As a result, we were led to find ways to decrease expenses without affecting the quality of our visitor services.

This exercise in efficiency had an unexpected, yet positive, consequence. In the process of adjusting our operations to coincide with the economic climate, a new vision for the Center also began to emerge. We began to see the Center as not only a place for people to learn about the Civil War, but also as a unique gateway to this pivotal event in American history.

In support of this new vision, a Strategic Plan was developed and approved by the Board of Directors in May 2009. This plan addresses long-term sustainability issues, facility improvements and historic preservation that are necessary to realize the Center's expanded mission.

### FISCAL YEAR 2009 TOTAL EXPENSE

CONSTRUCTION	\$98,803	<i>New exhibit fabrication, Interest expense</i>
DEVELOPMENT	\$169,014	
EDUCATION	\$183,566	
MARKETING	\$140,239	
MUSEUM SERVICES	\$386,033	<i>Curatorial, Retail, Museum Support, Public Programs</i>
O & A	\$783,037	
SITE EXPENSE	\$376,873	
<b>TOTAL EXPENSE</b>	<b>\$2,137,565</b>	



### FY 2009 EXPENSE

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Owner, The DuBose Company  
Atlanta, GA

### George C. Freeman

President and CEO,  
Universal Corporation  
Richmond, VA

### Bruce C. Gottwald

Chairman, NewMarket Corporation  
Richmond, VA

### David C. Johnson

Partner, Wilkinson O'Grady & Company  
New York City, NY

### Donald E. King

Partner, McGuire Woods  
Richmond, VA

### Robert N. Mayer

President, Rothschild Foundation  
Chicago, IL

### John M. McCardell

President, University of the South at  
Sewanee  
Sewanee, TN

### John H. Motley

Owner, Motley & Associates  
Hartford, CT

### Elisabeth S. Muhlenfeld, Ph.D.

Retired President, Sweet Briar College  
Richmond, VA

### Neil S. Raymond

Owner, Raymond Property Company LLC  
Boston, MA

### John W. Rosenblum

Retired Dean, Jepson School of Business  
at the University of Richmond  
Retired Dean, Darden School of Business,  
University of Virginia  
Crozet, VA and St. George, ME

### S. Buford Scott

Chairman, Scott & Stringfellow  
Richmond, VA

## STAFF

### Christie Ann Bieber

Stewardship Manager

### Anedra Bourne

Director of Marketing

### Christy S. Coleman

President

### Mimi Daniel

Chief Administrative Officer

### Doc Gillespie

Interim Manager of Retail & Visitor  
Services

### Myra Howard

Chief Development Officer

### Mark Howell

Director of Education

### Sean Kane

Education Coordinator

### Randy Klemm

Curator

### Ginger LaPrade

Executive Assistant

### Adam Scher

Vice President of Operations

## IN MEMORANDUM

### Francis Hunnewell

Former Board of Directors' member Francis Hunnewell passed away unexpectedly of a pulmonary embolism on January 24, 2010 while on a trip to Tbilisi, in the Democratic Republic of Georgia. A graduate of St. Paul's, Harvard College, and Harvard Business School, Hunnewell was also an officer on the U.S.S. *Kitty Hawk* from 1963 to 1965.

As an investment banker, Hunnewell focused on emerging markets, including North America, South America, Asia and Eastern Europe. He was well known for his role in the financing of the modern telecom system in Saudi Arabia and the development of the Charleston Navy Yard in Boston.

Hunnewell was an avid collector of arts and artifacts, including an Indian elephant saddle and a Chinese opium bed. His philanthropic work encompassed his broad interests. In addition to his service on the Center's Board of Directors, Hunnewell chaired the NPR radio show "From the Top," featuring classical musicians between the ages of eight and eighteen. Hunnewell also served as the Chairman of the Boston Philharmonic, board member of the Walnut Hill School of the Performing Arts and was a trustee of the New England Conservatory and Earthwatch.

He will be greatly missed by family, friends, and colleagues.





THE AMERICAN CIVIL WAR CENTER AT HISTORIC TREDEGAR

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