

WILLAMETTE HERITAGE CENTER Spring 2019 Newsletter

Thank you!

I am honored to have accepted the Executive Director position at the Willamette Heritage Center. I started my new role in December 2018, and am eager to be a part of this incredible community.

I come to the WHC with 20+ years of non-profit experience and my master's degree in non-profit management. Prior to living in Salem, I lived in the Washington, DC area and worked with several non-profits with my own marketing consulting firm. Since moving to Salem over 16 years ago, I have volunteered and worked in a variety of non-profits, doing mostly fundraising, donor development, and grant-writing. As the former Development Director (2016-17) at the WHC, I come into this new position with a familiarity and love of this place that has helped me to dive into my new role with a sense of ease.

I often tell my colleagues, friends, and family that this job is the pinnacle of my career. I am so happy to be able to work in such a vitally important and community-centered organization that has brought joy to so many people over the years. Our mission—connecting generations through the preservation and interpretation of the Mid-Willamette Valley—is at the heart of this organization and the reason why we open the doors each morning. I am thrilled to be part of a team that provides a gathering space in Salem for the brides who build their

WHC's new ED — Michelle Cordova

memories here, our community partners who share our buildings, and the thousands of children who visit us during their quest for knowledge about local history. Our $5\frac{1}{2}$ acres offer the Salem community and out-of-town visitors an ability to transport themselves to the past—to see what life was like as a pioneer, a Native American family, a mill worker, or someone just trying to get by in 19th-century Oregon.

We will be starting a strategic planning process this year and will be looking to our members, volunteers, donors, and business partners for input on creating our three-year goals. As we move forward with a new vision for sharing the history of the Mid-Willamette Valley, I invite you to provide me—and all the staff—with your thoughts, ideas, and suggestions on how we can serve our community in the best way possible. I hope you will consider helping us with this process. It is only through partnerships and support that we are able to offer the community what they truly want to see.

Again, thank you for this opportunity! My door is always open and with your support, I look forward to shepherding the Willamette Heritage Center into the future. I can be reached at michellec@willametteheritage.org or via phone at 503-585-7012 ext. 223.

— Michelle Cordova, Executive Director



WHC | From the Archives: Say it with Flowers By Kylie Pine, Curator and Collections Manager

This Spring we are celebrating romance at the WHC with our 9th Annual Heritage Invitational Exhibit: Romance: Stories of Love and Passion in the Mid-Willamette Valley. One area the exhibit explores is the various businesses in Salem that supported the romantic endeavors of its residents. Confectioners, jewelers, wedding cake bakers, and stationers selling Valentine Cards and books of love poetry are just a few of the businesses highlighted that tell a story of the economic side of romance.

If Shakespeare could describe music as the food of love, flowers might equally be described as its language. In preparing for the exhibit we had the opportunity to research the different ways flowers connect with love stories in the Mid-Willamette Valley's history as evidenced by many interesting items in the Willamette Heritage Center's collections.

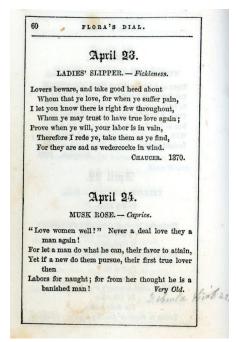


Figure 1: Excerpt from the 1856 book Flora's Dial (WHC 2012.019.0132) which helped early Oregonians navigate the ins and outs of communication through flowers, a Victorian pastime known as Floriography.

Floriography

Floriography, or communication through flowers, is an ancient tradition which gained new interest in Britain and the United States during the Victorian Age. Dictionaries were even published to help decode messages. The WHC has one such book in its collections. This book was part of the Oregon Pioneer Library collection collected by the State Library of Oregon around the turn of the century envisioned as a representative look at the books collected by early Oregonians. Flora's Dial by J. Wesley Hanson was published in 1856. For each day of the year it gives a flower, the flower's meaning when sent to others, and a literary quote.

Helen Roberta Breithaupt Heath Crossland (1910-2000)

If one were to vote on a matriarch of the floral industry in Salem, Helen Breithaupt Heath Crossland would be a strong candidate. As a young girl she moved with her family from Sedro-Wooley, Washington to the Salem area where her father, Charles F. Breithaupt, purchased a wholesale green house and nursery off Market Street near where Olive and Pearl Streets are today. The operation



Figure 2: Helen R. Crossland taken from Oral History interview conducted with her WHC 2010.028.0015. See excerpts on our YouTube channel.

grew to include 12 greenhouses. In 1922, Breithaupt took over the operations of Salem florist C.B. Clancy and expanded into retail operations at 123 North Liberty Street.

The business model was much more seasonal in the beginning of operations. As Helen Crossland remembered in a 1994 interview (WHC 2010.028.0015): "We had roses and sweet peas and carnations and very different from the flower business now. You had seasons in your flowers and the carnations would go off in about May and there would be no more carnations until September, and the roses would go off and different things." By 1945, advertisements claimed a specialization in corsages, wedding bouquets, and table decorations.

Helen started working at the shop at an early age.² After her marriage in 1941 to Paul Heath, the couple continued operations. The store eventually would take on their shared name (Heath), a name it bears today.³ Helen retired in 1976, after 54 years in the business.⁴

¹ See Salem City Directory, 1945.

² A 1991 advertisement in the Statesman Journal states she started working at the shop in 1922 (she was 12 years old at the time) – See Statesman Journal March 24, 1991, pg 94. Jeryme English's coverage of her retirement party makes a similar claim—see Oregon Statesman July 14, 1976, pg 15.

³ The first reference I could find to Heath Florists was an advertisement in the March 6, 1954 edition of the Capital Journal (pg 12) which lists the company as Heath-Breithaupt Florist. It should be noted that the 1955 Polk's Salem City Directory, still lists the business name as Breithaupt Florist. It seems accurate to state that the name changed officially sometime between 1954 and 1956 (the first entry in the Salem City Directory for Heath Florist).

⁴ See Oregon Statesman July 14, 1976, pg 15. And City Directories 1976/1977.

Special thanks to the following...

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Thank you, Mt. Angel Oktoberfest!

The WHC would like to thank Mt. Angel Oktoberfest for granting us the funds to support a new video walking tour for the site with the last owner and great-grandson of the Mill's founder: Tom Kay. Utilizing footage shot in 2010, the new tour will feature Tom's memories of people and processes at the Thomas Kay Woolen Mill, delivered in his own words, with his characteristic charm and wit. We are so excited about the opportunity to provide more insight into an important community industry and to honor Tom, who passed away last year. The tour should launch this Fall. Stay tuned for details!



Salem Fiberarts Guild



Annual Handweaver's Sale

Mark your calendars!

Friday, October 4th – Saturday, October 5th 10:00am to 4:30pm @ Willamette Heritage Center

- Free Admission & Parking
- Proceeds go towards supporting the Willamette Heritage Center
- Enter raffle to win a handwoven textile
- Demonstrations in weaving, spinning, rug hooking, knitting, crocheting, and more!



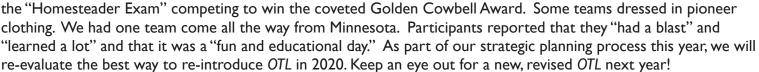
For more information email Salem Fiberarts Guild at: salemfiberartsguild@gmail.com



A First Time for Everything

This past year at the Willamette Heritage Center has been a year of "firsts" for me, most notably regarding two events: Oregon Trail Live (OTL) and Magic at the Mill. Serving on the planning committees, I gained insight into how complex it is to put on an event. There are so many moving parts, so many details to consider, so many decisions to be made. With much effort and significant support from staff, volunteers, members, sponsors, and the community, everything comes together.

OTL brought people of all ages to our site. Teams encountered challenges like the "Buffalo Chip Toss" and







Magic at the Mill is an annual tradition for many families. It is wonderful to see children and adults alike enthralled by the thousands of colorful lights that illuminate the grounds during this festive holiday event. My role in Magic was to organize the kids' activities and to coordinate the many, many volunteers who make it possible to run this event. Over 200 volunteers (nearly 50 of whom came from local high schools) donated 1,500 hours of their time over the course of this fivenight event. Volunteers did everything from taking tickets, operating the elevator, directing traffic in the Mill Building, being a Santa elf, selling 3-D glasses, and donning costumes to act as living history guides in our historic houses. I was simply amazed at how much goes on at Magic and how much support we receive to make it all happen.

Education Update: School Tour Season

The Curatorial & Education Departments recently finished a series of mill docent training sessions, just in time for the school tour season! Next, our trainees will be shadowing our current docents and continuing to learn more in preparation for upcoming tours. The WHC is always looking for volunteer docents to give tours and help run a variety of activities. If you are interested, or know anyone who is interested in volunteering, please contact Erica Osorio at 503-585-7012 ext. 254 or email ericao@willametteheritage.org.



We gratefully acknowledge our contributors for their support of our work connecting generations in the Mid-Willamette Valley. We could not do what we do without your partnership all year long! The following friends have contributed since October 18,2018.

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Silver Falls Library District

Melanie Zermer

The WHC is deeply thankful for all the support we receive. We want to know the best way to acknowledge your generosity; please let us know if your name should be shown differently in future donor lists.

Do we have your preferred contact information? Your US Mail address, email address, and phone number are all very important to us; please call it all in to us at (503) 585-7012, email it to info@willametteheritage.org, or tell us on your gift envelope (enclosed) when you mail it back to us. Thanks for helping us serve you better!

34TH ANNUAL

SHEEP TO SHAWL

AT THE WILLAMETTE HERITAGE CENTER

Saturday, May 11, 2019 10 AM – 4 PM

FREE for All Ages!
Family-Friendly!

Blacksmithing, Fiber Arts, & Shearing • Children's Activities • Local Vendors

Drinks, Food, & Ice Cream by: Krewe du Soul & On Any Sundae



503.585.7012 @whc_heritage www.willametteheritage.org



Calling All Volunteers!

We are on the lookout for *Sheep to Shawl* volunteers! *Sheep to Shawl* is an exciting day full of family-friendly fun in a festival setting. We are looking to fill these positions:

- Children's Activity Leaders
- Volunteer Check-In
- Front Door Greeters
- Duck Race Sales
- Information Booth
- Entertainment Support Help



Shifts are from 9:30 – 1:00 and/or 12:45 – 4:15. If you, or anyone you know, is interested in this fun and engaging event volunteer opportunity, please contact Erica Osorio at 503-585-7012 ext. 254 or email ericao@willametteheritage.org.

We hope you'll help us connect generations at Sheep to Shawl!

WHC | Event Venues and Meeting Spaces By Tammy King-Headings, Event Sales Director



Event rental fees support the Willamette Heritage Center's ongoing mission to connect generations by preserving and interpreting the history of the Mid-Willamette Valley. We are conveniently located in downtown Salem, just three blocks from the Oregon State Capitol at 12th and Mill Street SE, and offer an attractive combination for any meeting or event. The WHC is home to a charming, five-acre park-like site, with 14 historic buildings and homes, including the Thomas Kay Woolen Mill, which is on the National Register of Historic Places. This one-of-a-kind site is picturesque and peaceful with a millrace stream dividing the lush landscape. We offer multiple meeting spaces which can accommodate intimate parties of 50 or less to larger groups of 300-350, and free parking with 200 spaces available on-site.

The Sales Department is gearing up for several special events this year. Our 3rd Annual Wedding & Event Show—which will be held on Saturday, September 28, 2019 from 11am to 5pm—is dedicated to helping anyone planning a wedding, reception, quinceanera/birthday celebration, etc. There will be several vendors onsite who specialize in these types of events. We hope you will join us, too!

We experience the magic of our historic setting every day and hope you'll choose us for your next event. Build your future on a foundation of history, community, and longevity by holding your special event in one of our venues. We look forward to sharing all the advantages of holding your next meeting or event at the Willamette Heritage Center and to helping you start planning to make your meeting or event a success!









Make A Lasting Difference for the Willamette Heritage Center— Help Us Connect Generations!

These days, it means more than ever to know you are making a real difference.



It feels great to make a distinctive investment in the lives of kids, adults, families, seniors, and educators in our region! Consider naming the Willamette Heritage Center in your estate plan or as a beneficiary to a donor-advised fund, or make a donation in honor of your own kids, grandkids, a teacher, or another special someone who has made a positive impact in your life. The legacy you create today is absolutely GUARANTEED to make a meaningful difference for regional children and for all our visitors. We invite you to "pay it forward" with the WHC.

Please visit https://www.willametteheritage.org/planned-giving/ for useful information, or contact Helen Shafran, Development Director, at (503) 585-7012 ext. 228 or helens@willametteheritage.org.

WHC | Facilities and Operations Update By Sean O'Harra, Operations Director

'Twas the night before *Magic* (2018) and all through the campus every staff member was stirring, even that one little mouse; all the LED lights were hanging with care in hopes that soon thousands of visitors would soon be here! *Magic at the Mill* was just a day away and the last-minute adjustments were being made. Our staff was running on empty as they normally do in December because of all the holiday parties, maintenance, and *Magic at the Mill* prep. As always, the WHC facilities and maintenance staff was up to the challenge. The facilities staff is constantly setting up for events, tearing down, cleaning after events, and getting ready for the next event during November and December. With this newsletter I want to express my heartfelt thanks to all my staff for their constant hard work, dedication, and perseverance through the busiest of times at the WHC.



David Birch, our Millwright, has been with the museum for well over 30 years. I like to say that David has forgotten more about this place than anyone else even knows. David can perform many tasks and does so with a positive attitude. David comes in early to open the site and get ready for any events happening that day. He makes sure the museum is open and ready to go for tours. David is constantly keeping up with repairs such as welding tables, fixing lawn mowers, and tending to old machinery. I have spent many years working with David and am still amazed at what he can do.

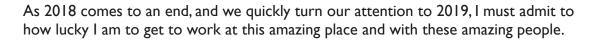
Jamie Garcia has been with the museum for over 5 years now and can handle any situation. He has taken charge of making sure all the events are set up correctly, audio and visual needs are met, and we are adequately staffed. He handles scheduling our

event facilities support staff and handles many of the weekend duties. Jamie is a stickler for every chair and table being set up in exactly the same way and all the exact same distance from each other.



Chris Coila has been at the museum for over 2 years. Chris started with Easter Seals on the grounds crew and was brought on the facilities staff when an opening occurred. We can always count on Chris to be ready and willing to help with any staff needs as they arise. Chris always shows up early for work, ready to go, and helps out with after-hours security calls as needed. Chris works closely with Jamie to make sure all events happen without a hitch.

Recently we brought on Toby Lanham to oversee the grounds as well as help with event rentals. I am confident that Toby will continue the tradition of outstanding work for the WHC moving forward.



Hope to see you soon!

Thanks, Sean





"Romance: Stories of Love and Passion in the Mid-Willamette Valley" January 24 — April 20, 2019

Who doesn't like a good love story? There are few storylines that so easily transcend time and place and can suck us in. Explore a few of the love stories experienced in the Mid-Willamette Valley. The Heritage Invitational Exhibit consists of small displays curated by a variety of heritage organizations from across our region. https://www.willametteheritage.org/romance/

"Sheep to Shawl" May 11, 2019 • 10am – 4pm

First held in 1985, our Sheep to Shawl festival is a classic family event. Experience the full spectrum of wool fiber processing, from the shearing of animals—including sheep, alpacas, llamas, and rabbits—to the production of beautiful lace at the hands of expert fiber artists. Weaving, spinning, knitting, and rug-hooking, and blacksmith demonstrations will be on display. Bring the whole family!

Admission is **FREE** for everyone!

https://www.willametteheritage.org/sheep-to-shawl/

"CSI: Salem: An historical look at fighting crime in the capital city" June 8 — August 31, 2019

As the capital city, Salem has long been at the epicenter of crime fighting activity in the state. Take a look at how methods for solving crime over time have changed. https://www.willametteheritage.org/csi-salem/

"Stitches & Stories: Discoveries from the Oregon Quilt Project" September 27 — December 23, 2019

For the past 10 years, volunteers with the Oregon Quilt Project have been working tirelessly to document the state's quilts. This exhibit showcases some of the most interesting finds of the documentation process – both in terms of fantastic construction and heartfelt stories. See how this project has helped to translate a new chapter in our community's history by looking at the quilts that have been left behind.

https://www.willametteheritage.org/stitches/

2019 EVENT AND PROGRAM SPONSORSHIPS NOW AVAILABLE— SIGN UPTODAY!



As a public trust, a community hub, and a non-profit educational organization, the WHC relies on the sponsorship support of our community's citizens, businesses and organizations. We constantly promote our excellent individual <u>and</u> business sponsors to our visitors, participants and patrons, from on-site signage and keepsake programs, to a variety of online and print media, as well as banners and posters all around town.

Sponsorships at each level make a truly significant difference in what we can accomplish, strengthening our foundation and helping ensure our ability to provide education and access for all community members as well as an increasingly diverse array of visitors from far and wide. We work hard to provide quality programs and events, be sustainable, and hold the line on what we charge; it matters deeply that we welcome as many people as possible to this unique site that not only tells the rich history of this place but also helps make sense of it. There's simply no other gem in Oregon like the Willamette Heritage Center.

Check out our MANY unique value-added opportunities for sponsors throughout 2019—on our website at www.willametteheritage.org/2019sponsorships. We have the PERFECT match for your carefully planned budget and goals! Print, complete, and mail in your sponsorship form, or contact Helen Shafran, WHC Development Director, at (503) 585-7012 ext. 228 or helens@willametteheritage.org.



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The Willamette Heritage Center is a private, 501(c)(3) nonprofit organization formed from the merger of the Mission Mill Museum and the Marion County Historical Society. WHC is not owned or operated by any government agency and is supported through grant funding, private donations, and its membership.

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New Whatsit



Do you recognize the device in this photograph?

Check out our next newsletter and this Summer's exhibit CSI: SALEM – An Historical Look at Crime fighting in Oregon's Capital for more information!

Old Whatsit



This mystery device is a holder used for fingerprinting cards at the Oregon State Penitentiary. The metal holder keeps the card from moving as

the fingerprintee has their finger slowly rolled over the appropriate box. The holder is part of a 2017 donation of tools for the trade used by J.S. Murray at Oregon State Penitentiary. This collection is the nucleus of this Summer's exhibit CSI: SALEM: An historical look at crime fighting in Oregon's Capital City. Exhibit opens June 7th (members get a special preview June 6th!)

