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Vice President, Friends

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Vice President, Marketing

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Vice President, Finance

W. Ward White
Vice President, Fund Development

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2001 ANNUAL CAMPAIGN CABINET

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Robert W. Baird & Co., Inc.

W. Ward White
Northwestern Mutual

CABINET MEMBERS

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Community Volunteer

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The Olson Company

Michael Short
Hunter Group

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Harry F. Franke
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Thomas E. Goris, Jr.
*Northwestern Mutual Financial Network/
Goris Financial Group*

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PricewaterhouseCoopers

Richard Wiederhold
Managed Health Services, Inc.

Kristine Rappé
Wisconsin Electric

FRIENDS CAMPAIGN CHAIRS

Sarah Kies
Community Volunteer

Melissa Nelsen
Community Volunteer

In addition to our dedicated Board and Campaign Cabinet members, the Museum is grateful to volunteers who support our Gala and other special events, assist with educational programs, and serve on Board Committees, including Education/Exhibits, Finance, Friends, and Marketing.

2001 MUSEUM VOLUNTEERS

Mary Beth Aasen, <i>Gala</i>	Melissa Dresselhuys, <i>Friends and Marketing</i>	Elizabeth Matkom, <i>Friends and Gala</i>
Molly Allen, <i>Gala</i>	Ruth Eisen, <i>Programs</i>	Tom Miller, <i>Finance</i>
Gwyn Beagle, <i>Friends</i>	Andrew Elfe, <i>Programs</i>	Stacey Mullins, <i>Gala</i>
Rebecca Bellora, <i>Gala and Friends</i>	Denise Elfe, <i>Programs</i>	Melissa and Eric Nelsen, <i>Gala Co-Chairs</i>
Dr. Christine Behnke, <i>Education/Exhibits</i>	Rebecca Felsheim, <i>Gala</i>	Deborah Nustad, <i>Gala</i>
Patrice Bouchard, <i>Friends</i>	Molly and Patrick Gallagher, <i>Gala Co-Chairs</i>	Myrna Packard, <i>Education/Exhibits</i>
Betty Brauer, <i>Programs</i>	Ann Gorlinski, <i>Gala</i>	Amy Pellegrin, <i>Education/Exhibits</i>
Traci Brown, <i>Gala</i>	Michelle Halloran, <i>Friends</i>	Joan Phillips, <i>Education/Exhibits</i>
Pamela Brown-Matthis, <i>Friends</i>	Sarah Hammond, <i>Friends and Gala</i>	<i>and Finance</i>
Maggie Butterfield, <i>Education/Exhibits</i>	Michelle Henrichs, <i>Education/Exhibits</i>	Joanna Pfeiffer, <i>Programs</i>
Janet and Derek Buller, <i>Programs</i>	Cathy Heston, <i>Friends</i>	Jodie Ricklefs, <i>Friends</i>
Jenny Casey, <i>Gala</i>	Patti Holzbauer, <i>Gala</i>	Cathy Roth, <i>Education/Exhibits</i>
Maria Champagne, <i>Gala</i>	Melissa Hughes, <i>Friends</i>	Heidi Schmid, <i>Gala</i>
Christi Clancy, <i>Marketing</i>	Colleen Hutt, <i>Education/Exhibits</i>	Judy Schwerm, <i>Marketing</i>
Maria and Patrick Cooper, <i>Friends</i>	Kelly Jones, <i>Gala</i>	Gina Sisk, <i>Gala</i>
Mary Curtis, <i>Gala</i>	Anne Kendall, <i>Gala</i>	Diane Stegeman, <i>Gala</i>
Jodi Daul, <i>Friends</i>	Andrea Kenealey, <i>Gala</i>	Trish Ullrich, <i>Gala</i>
Tina Downing, <i>Friends</i>	Denise Kobussen, <i>Gala</i>	Sally Wahl, <i>Friends and Gala</i>
Maureen D'Souza, <i>Gala</i>	Sally Kubly, <i>Friends</i>	Ann Walton, <i>Gala</i>
Leah Damron, <i>Gala</i>	Monica Kurszewski, <i>Friends</i>	
Amy Helwig Dunlap, <i>Education/Exhibits,</i>	Tia Lancaster, <i>Friends</i>	
<i>Friends, and Gala</i>	Amy Larson, <i>Gala</i>	

kids advisory board

Amanda Betts	Samm Karshenas	Nick Rettko
Emma Buechs	Susan Kennedy	Michelle Schultz
Sarah Anne Cherkinian	Kali Larsen	Wesley Smith
Rebecca Dominiczak	Raphael Leazer	Corrin Turkowitch
Angela Fuller	Michelle Schultz	Keali Zastrow
Dana Gustafson	Jina-Lin O'Donnell	
Bridget Hirthe	Margaret Piery	

MUSEUM staff

Fern Shupeck
Executive Director

Kristen Adams <i>Director, Community Relations</i>	Jim Collopy <i>Exhibit Technician</i>	Allison Ness <i>Administrative Assistant</i>	Gerry Skalla <i>Exhibits Manager</i>
Lisa Balster <i>Early Childhood Programs Manager</i>	Oma Cook <i>Accountant</i>	Jon Newcomb <i>Director, Education</i>	Jim Toth <i>Director, Exhibits</i>
Julie Bowen <i>Director, Finance</i>	Julie Elepano <i>Community Relations Manager</i>	Kate O'Leary <i>Education Coordinator</i>	Carrie Wettstein <i>Development Officer</i>
Amanda Cervenka <i>Exhibit Technician</i>	Kimberly Lese <i>Educational Programs Coordinator</i>	Jamie Pitt <i>Programming Coordinator</i>	Georgia Wright <i>Director, Visitor Services</i>

What MAKES
PEOPLE
SMART?



2001 Annual Report

betty brinn children's MUSEUM

MILWAUKEE, WISCONSIN

Looking back on our accomplishments during 2001, we pose an age-old question that is central to our mission of helping children achieve their potential. We are pleased to share our insights, along with the thoughtful opinions of several authorities we invited to help us consider: *What MAKES PEOPLE SMART?*

MY DAD IS SMART
I THINK HE
WENT TO SCHOOL
KYLE 4

It's probably a safe bet that Kyle's dad went to school and that he learned lots of important things there. But brain research indicates that his ability to do well in school – and throughout life – was profoundly influenced by the experiences he had when he was Kyle's age. The Museum successfully communicated this important message to a broader and more diverse audience in 2001. A record 176,629 children and adults benefited from the Museum's exhibits and programs (a 21% increase) and 46% of those served identified themselves as minorities. Museum membership also continued to climb (up 71% over the past two years) as increasing numbers of families recognized the value of the Museum experience

during a period when their child's cognitive, social, physical and emotional development is unparalleled. By the time Kyle is ready for kindergarten, his visits to the Museum will have enhanced his capacity for learning to read and write, to apply logic and make decisions, to understand math and science, and to communicate and interact effectively with others. Important things that will help him grow up smart – just like his dad.

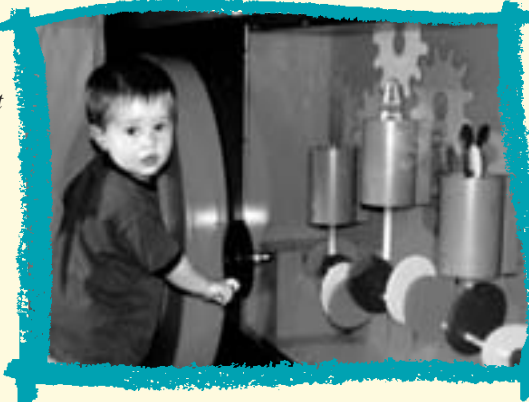


Betty's Busy Backyard

I'm smart. My
Dad says I tell him
things he has never
heard before. Jacob 8

Encouraging Jacob to use his imagination and to share his ideas is key to building his communication skills and self-esteem. During the past year, the Museum introduced two new exhibits that stimulate creativity and language development through make-believe. *Let's Play Railway!*TM sponsored by BRIO Corporation, filled the Jacobus Welcome Gallery with giant replicas of a toy train engine, cattle wagon and caboose. Thousands of little train engineers and farmhands enjoyed an imaginary ride on the rails that included gross and fine motor development activities, interactive puzzles, sound effects and opportunities for role-play. *Puppet Place*, our new kid-sized puppet theater, provided young visitors with changeable scenery, sound effects, a microphone, and lots of new puppet friends, in addition to a weekly (and very popular) companion program – *Puppet Play!* The theater was made possible by

Museum friends Amy Helwig-Dunlap and Ken Dunlap, Jan and Ken Dunlap, Sr., and the Quad Graphics Community Fund. In addition to new exhibits and programs, special events throughout the year also helped stimulate young imaginations, including our ever-popular *Not-So-Scary Halloween* party sponsored by Jewel-Osco. The event drew more than 4,000 participants, representing a 56% increase over the previous year. We're delighted that these unique Museum experiences helped Jacob and other six-year-olds discover lots of interesting "things" to share with their parents.



*Let's Play Railway!*TM

You have to eat fruits
and vegetables. They go
through your body and
make you smart
wyle they are in your
brain. You know they
come out after a while.
-G Tasha

Needless to say, we spoke with Tasha during her visit to the digestion tunnel in *My Body Works*, our feature exhibit about health, safety and physiology. With continuing support from Children's Hospital of Wisconsin, we completed major enhancements to this area during 2001, including the addition of *What the Doctor Sees*, *Brace Yourself* (injury prevention and treatment), *Pump... You Up!* (circulation) and an all-new *Wheelchair Challenge*; additional enhancements are planned for 2002. We were also pleased to make substantial progress on the final phase of *Betty's Busy Backyard*, our highly popular area for infants and toddlers. Thanks to the generosity of Debra Altshul-Stark and Brian Stark, and in-kind contributions from B&E Construction and KS Remodelers, the exhibit was completed in time for a special opening in early 2002. In addition to these changes, we told Tasha to watch for some

exciting additions to another of her favorite exhibits. *A Trading Place* will be updated in 2002 to include a post office and new banking activities thanks to continued support from the Firstar Foundation.



My Body Works

My mom is smarter than my dad because she is old. My mom is 36 but my dad is only 35.

Anthony G

Although Anthony's mom wasn't entirely thrilled with this answer, Anthony has the right idea: people acquire knowledge through experience. In 2001, we continued a tradition of bringing unique learning experiences to Milwaukee with *Seuss!*, a national traveling exhibit focusing on literacy and reading. Sponsored by the Northwestern Mutual Foundation, *Seuss!* was the largest and most widely-recognized temporary display ever hosted by the Museum, setting new attendance records and acquainting thousands of first-time visitors with our educational facility and resources. As part of our commitment to keeping the visitor experience fresh, we also began renovating *Raceways*, a popular Museum-owned temporary

exhibit that helps children explore the science of moving objects. Thanks to funding from the Harley-Davidson Foundation, a fully refurbished *Raceways* – as well as a new companion exhibit, *On A Roll!* – will debut in spring 2002.



Seuss!

You pretty much have to do things over and over

Holly E

By age five, a child's brain has reached 90% of its full size with more than 100 trillion cells already forming the connections needed to master fundamental skills. But this circuitry – which ultimately determines a child's lifelong capacity for learning – must be strengthened through varied and repeated use or critical connections may be lost forever (pretty much what Holly said). During 2001, more than 73,000 participants benefited from Museum programs designed to stimulate child development and help caregivers understand the importance of early learning. *Tot Time*, a popular parent/toddler program that serves almost 9,000 participants annually, was expanded to

include a Spanish-language version, and we were extremely gratified by the progress of *Family Time*, a program that develops the parenting skills of caregivers at-risk for child abuse and neglect. This successful pilot, sponsored by the Child Abuse Prevention Fund, benefited almost 300 participants and will be expanded to serve financially disadvantaged families in 2002.



Educational

You have to take care of your friends. If you have a real truck you have to take care of that to

age 6
Thomas

Since we don't have a truck, we concentrated on taking care of our friends by working to ensure that *all* children and families in the community have access to Museum exhibits and services. Free/subsidized admission programs benefited more than 18,000 disadvantaged children and adults (up 30%), including *Jewel-Osco Neighborhood Night*, a monthly free evening program that helps serve low-income families and those with daytime commitments. And, successful partnerships with 67 community organizations helped bring the Museum experience to sites serving low-income neighborhoods, the Hispanic community, distant suburbs, disabled children, teen and single parents, and inner-city childcare providers.

Because of our commitment to supporting the caregivers of young children, Museum outreach in 2001 focused on audiences composed primarily of families and parents; the number of adults served through these programs increased 59%. While taking care of your friends may not actually *make* you smart, we think it's a pretty smart thing to do.



Community Outreach

IF you want
 to be smart you
 have to follow
 directions.
 Even if there are
 like ten of them.
 JOU 6

Helping a child learn to complete steps in sequence toward a specific result is critical to developing their planning and problem-solving abilities; even silly knock-knock jokes are an important sign that a child is maturing. Effective planning and problem-solving is also key to a non-profit's successful development, and our 2001 financial statements are a sure sign that the Museum is growing up. For the first time since opening in 1995, the Museum ended the year with a surplus, helping



Special Events

to offset a portion of past years' operating deficits. Earned income reached a record \$704,000 (up 61% since 1997), while an extraordinary team of Annual Campaign volunteers raised over \$924,000 to fund Museum operations. And, the highly successful Friends Committee continued to cultivate strong community support through the Museum's annual Gala, setting a record for net revenue and drawing recognition as one of the community's premier fundraising events. The Friends Committee also conducted the Museum's first telephone solicitation of our membership, introduced a successful Halloween event for children (*Little Monster Bash*) and planned a family event for February 2002 (*The Little Sweetheart Dinner Dance*).



Programs

financial highlights

Statement of Activities

January 1 - December 31, 2001
 (Unaudited)

Income	
Earned Revenue	
Admission	\$375,595
Membership	109,123
Program	56,244
Special Event	122,790
Interest	9,065
Other Income	31,203
Total Earned Revenue	\$704,020
Contributions	
Gifts and Grants	924,339
In Kind Goods and Services	195,840
Total Contributions	\$1,120,179
Total Income	\$1,824,199
Expenses	
Occupancy	\$158,753
Exhibits	229,666
Exhibit Depreciation	74,419
Programs and Visitor Services	302,171
Membership and Marketing	401,010
Development	121,437
General and Administrative	202,498
Total Expenses	\$1,489,954
Change in Net Assets	\$334,245

Balance Sheet at December 31, 2001

Assets	
Current	\$680,756
Investments	11,444
Exhibits	1,021,825
Leasehold Improvements	1,207,449
Equipment	81,556
Less: Accumulated Depreciation	(1,113,248)
Other Assets	297,500
Total Assets	\$2,187,282
Liabilities and Net Assets	
Current Liabilities	\$157,969
Net Assets	
Unrestricted	98,717
Fixed Assets	1,197,582
Temporary Restricted	733,014
Total Net Assets	\$2,029,313
Total Liabilities and Net Assets	\$2,187,282

You have to try your
 best to do a good job
 all the time.

Tasahion, age 7

We couldn't agree more. As we begin our eighth year of operation – poised to welcome our one-millionth visitor – we want to extend a special thanks to the individuals, families, and organizations who support us. We are grateful for the opportunity to make a positive difference in the lives of thousands of children and adults, and we look forward to doing our best in the years ahead.