

2002 board of directors

Onnie Leach Smith
President
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Debra Althul-Stark
Vice President, Education
Peter S. Kies
Vice President, Nominating
Melissa Nelsen

Vice President, Friends
Thomas Schmid
Vice President, Finance
Michael Short
Vice President, Marketing
Barbara Wiederhold
Vice President, Exhibits and Programs

Board Members

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Joanne Bischmann
Ray Brinn

Pamela Brown-Matthis
Pedro Colon
Anne Curley
Albert Hasse
Steve Jacobus
Sarah Kies
Colin Lancaster
Kevin Martens
Peggy Niemer
Chuck Robinson
Margie Stein

Honorary Board Members

Theresa Binder, Founder
Susie Grunberg, Founder
Greg Marcus

Julie Sattler-Rosene, Founder
Mary Ellen Stanek
W. Ward White
Richard Wiederhold

2002 Annual Campaign Cabinet

Cabinet Co-Chairs

Eric Nelsen
Mercer Management Consulting
Melissa Nelsen

Community Volunteer

Barbara Janssen

Kelly Jones, Gala

Celine Kashishian, Programs

Andrea Kenealey, Gala

Sara King, Friends

Denise Kobussen, Gala

Monica Kurszewski, Friends

Tia Lancaster, Friends and Gala

Lisa Lyons, Friends

Jill Marget, Friends

Elizabeth Matkom, Friends and Gala

Maribeth McNally, Friends

Catherine Mercuri, Friends

Kate Meyer, Gala

Tom Miller, Finance

Deborah Nustad, Gala

Susan Han Paul, Friends

Amy Pellegrin, Education and Exhibits

Joan Phillips, Finance

Bruce Ralkowski, Programs

Lisa Regal, Programs

Joan Rice, Programs

Toni Rivera, Programs

Sharon Robinson, Education and Exhibits

Julie Schneider, Friends and Gala

Judy Schwerm, Marketing

Gina Sisk, Friends

Billy Jean Smith, Friends

Cynthia Smith, Gala

Heidi and Steve Tupper, Programs

Missy Van Lieshout, Friends

Michelle Varlop, Friends

Managed Health Services, Inc.

2002 Friends Campaign

Co-Chairs

Tia Lancaster

Community Volunteer

Sally Wahl

Community Volunteer

In addition to our dedicated Board and Campaign Cabinet members, the Museum is grateful to volunteers who support the Museum through hours of service on Board Committees – Education and Exhibits, Finance, Friends, and Marketing, support our Gala and other special events, and assist with community outreach activities and programs for Museum visitors.

2002 Museum Volunteers

Susan Ayyazadeh, Programs

Heather Baden, Gala

Sharon Barndt, Programs

Christine Behnke, Programs

Susie Birdsall, Gala

Patrice Bouchard, Friends

Amy Brock, Friends and Gala

Traci Brown, Gala

Jenny and Eric Casey, Gala

Maria Champagne, Gala

Therese Ciofani, Programs

Christi Clancy, Marketing

Maureen D'Souza, Gala

Jodi Daul, Friends and Gala

Melissa Dresselhuys, Friends and Marketing

Ruth Eisen, Programs

Andrew Elle, Programs

Denise Elle, Programs

Ann Erpenbeck, Friends

Molly and Patrick Gallagher, Gala

Ann Gorlinski, Gala

Chris Greer, Marketing

Kris Greer, Friends

Colleen Hockett, Friends

Michelle Halloran, Friends and Gala

Sarah Hammond, Friends and Gala

Ana Hasse, Friends

Cathy Heston, Friends

Melissa Hughes, Friends

Colleen Hutt, Education and Exhibits

Barbara Janssen, Programs

Kelly Jones, Gala

Celine Kashishian, Programs

Andrea Kenealey, Gala

Sara King, Friends

Denise Kobussen, Gala

Monica Kurszewski, Friends

Tia Lancaster, Friends and Gala

Lisa Lyons, Friends

Jill Marget, Friends

Elizabeth Matkom, Friends and Gala

Maribeth McNally, Friends

Catherine Mercuri, Friends

Kate Meyer, Gala

Tom Miller, Finance

Deborah Nustad, Gala

Susan Han Paul, Friends

Amy Pellegrin, Education and Exhibits

Joan Phillips, Finance

Bruce Ralkowski, Programs

Lisa Regal, Programs

Joan Rice, Programs

Toni Rivera, Programs

Sharon Robinson, Education and Exhibits

Julie Schneider, Friends and Gala

Judy Schwerm, Marketing

Gina Sisk, Friends

Billy Jean Smith, Friends

Cynthia Smith, Gala

Heidi and Steve Tupper, Programs

Missy Van Lieshout, Friends

Michelle Varlop, Friends

Sally Wahl, Friends and Gala

Susie Wigdale, Gala

Lora Wilson, Gala

Margaret Wittkowske, Friends

Kids Advisory Board

Amanda Betts

Emma Buechs

Sarah Ann Cherkinian

Rebecca Dominiczak

Angela Fuller

Dana Gustafson

Bridget Hirthe

Raavin Jahl

Samm Karshenas

Susan Kennedy

Vega Kondrad

Kali Larsen

Raphael Leazer

Jina-Lin O'Donnell

Margaret Ptery

Nick Ratko

Michelle Schultz

Wesley Smith

Corrin Turkowitch

Keali Zastrow

Museum Staff

Fern Shupeck

Executive Director

Kristen Adams

Director, Community Relations

Allison Bailey

Membership Coordinator

Lisa Balster

Manager, Early Childhood Programs

Miriam Cushman

Educational Assistant

Amanda Cervenka

Exhibit Technician

Jim Collopy

Exhibit Technician

Oan Cook

Director, Finance and Administration

Julie Elepano

Community Relations Manager

Heather Givich

Administrative Assistant

Cathy Jenkins

Development Manager

Mike Marsala

Accountant

Kate O'Leary

Education Coordinator

Elaine Pawlowski

Director, Outreach and Education

Jamie Pitt

Programming Coordinator

Gerry Skalla

Exhibits Manager

Tom Toth

Director, Exhibits

Rose Visser

Visitor Services Manager

Peggy Weber

Development Officer

Carrie Wetstein

Development Officer

betty brinn children's museum 2002 Annual Campaign Honor Roll

gifts of \$100 or more

Acra International*
Molly and Jim Allen
Debra Althul-Stark and Brian Stark

Meg and Marc Anderson
Anonymous
Apple Family Foundation

Charles D. and Eleanor P. Ashley Foundation
Robert W. Baird & Company Foundation
Bank One Foundation

Barnes & Noble Booksellers
James D. Bell
Joanne and Robert Bischmann

Melanie and Steve Booth
Terre Borkovec
Broch's*

The Lynde and Harry Bradley Foundation
Breadsmith*
Charlotte and Ray Brinn

Elizabeth A. Brinn Foundation
Traci and Alan Brown
Carolyn and Michael Burton

Carma Laboratories, Inc.
Leo Carter and Nicelle Primm
Jenny and Eric Casey

The Cepukenas Family
Maria Champagne and William Ouiret
Stephanie Chedid

Tom Closser
Coca-Cola Enterprises
Richard Cudaty and Victoria Nourse

Dairy Queen
George Dalton
The John DeToro Family

DHI Acquisition Corporation*
Michael and Kristi Drawer
Amy and Ken Dunlap

Carrie and Tom Eck
Denise and Gary Elle
Albert and Flora Ellinger Foundation

Lynne English and Patrick Gray
Patrick English
Kim Epperson

James D. Ericson
Esxco Spring Corporation
Rebecca and Gregory Felsheim

Fidelity
The Friesch Family
Frito Lay*

Alterra Coffee Roasters, Inc.
Debra Althul-Stark and Brian Stark
Anonymous

Appleton Coated*
Heather and Mark Boden
Robert W. Baird & Company

Patrick Balistreri
The David Barnett Gallery
Gwyn and John Beagle

Brian and Laurel Bear
Susie and Rob Birdsall
Lisa Blue

Kerry and John Bolger
Amy and Clay Brock
Pamela Brown-Matthis and James Matthis

Carolyn and Michael Burton
Burton & Mayer*
Canopies*

CNH
Jenny and Eric Casey
Maria Champagne and Bill Ouiret

Children's Hospital of Wisconsin
Cindy and Greg Clausen
Pedro Colon

Jill and Ernest Colvin
Cook & Franke, S.C.
Laurie and Chris Covert

Anne Curley and Raymond Zagar
Michelle and Matthew D'Attilio
Maureen and Trevor D'Souza

Daiichi Pharmaceutical Corporation
Lesh and Bob Damron
Deloitte & Touche LLP

Cathy and Tom DeMuth
Karen and Dan Diedrich
Melissa and Eric Dresselhuys

Our apologies to any individual or organization who was inadvertently omitted from this list, or incorrectly listed.

Molly and Patrick Gallagher

Gardner Foundation

General Charities, Inc.

Denise and Glenin Goergen

Susan M. Gysin

Michelle and David Halloran

Sarah and Peter Hammond

Harley-Davidson Motor Company

Ans and Albert Hasse

Linda and Peter Holtz

IBM Corporation*

Institute of Museum and Library Services

Interstate Brands Companies/Wonder Bread

John T. and Suzanne S. Jacobus Family Foundation

Richard J. Jacobus Family Foundation, Inc.

Jewell-Oxco

Johnson Bank Milwaukee

Kelly and Joe Jones

Jay Global Foundation, Inc.

Raymond Juneau

Halbert and Alice Kadish Foundation, Inc.

Jeannette and Jim Kalupa

Anne and John Kendall

Andrea and Kevin Kenealey

Sarah and Peter Kies

Kraft, Inc.*

Krause Family Foundation

Tia and Colin Lancaster

The Learning Shop

Kevin M. and Peggy Long

Anne & Fred Luber Foundation

Nancy and Joe Lucas

Lisa and Steve Lyons

Heidi Marcelle and Robert Barnard

Marcus Corporation*

Marigold Foods, Inc./Kemps

Elizabeth and Ted Matkom

Daniel F. McKeithan, Jr.

Maribeth and Dan McNally

Menasha Corporation Foundation

Meridian Industries

Kate and Dan Meyer

MDCIC Investment Corporation

Milwaukee Brewers Baseball Club

Milwaukee Journal Sentinel, Inc.*

Jeff and Holly Morris

Betty Jo and James Nelsen

Melissa and Eric Nelsen

Nicholas Family Foundation

Peggy and John Niemer

MJ Grant*

Kathy Maersch, Studio 404*

Trish and William Mahler

Mandel Group, Inc.

Heidi Marcelle and Robert Barnard

Marshall & Isley Corporation

Grechen and Bob Menard

Midwest Express Airlines*

Midwest Express Vacations*

Myra and Thomas Miller

John Murphy

Sandy and Alan Murphy

Kate and Ken Muth

Melissa and Eric Nelsen

Niche Sampling, Inc.

Northwestern Mutual Foundation

Deborah and Timothy Nustad

The Oldenburg Group

The Olson Company

Pandl's Catering Complete*

Payne & Dolan, Inc.

Maggie and Michael Peltz

Beth Pfluger and Ron Nielson

Mary and George Poorman

PricewaterhouseCoopers LLP

Quarles & Brady LLP

RBC Dominion Securities

Reinhart Boerner & Van Deuren, S.C.

Rockwell Automation

Julie Gallagher-Rolls and Ted Rolls

Sarah and Robert Schmidt

Maggie and Paul Schultz

Northwestern Mutual Foundation

John O'Connell and Patty Deing

The Olson Company*

Orv's Pizza

Pandl's Catering Complete*

Park Bank Foundation, Inc.

Amy Pellegrin and Brian Ferriso

Jane B. Pettit Foundation, Inc.

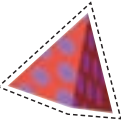
Pollack Foundation, Inc.

Potawatomi Bingo Casino

Sheri and Tom Price

Quad Graphics Community Fund

Quarles & Brady LLP



GETTING STARTED

A. Make your game spinner: Cut a hole in the finance box, as marked. Insert a brass fastener so prongs open to the game board. Bend prongs 1/4 inch from the fastener head. (Trust us, we worked on this a long time.)

B. Cut out game pieces or make your own.

C. You're ready to play!

Paradise Inn Bingo Casino selects Museum and Milwaukee on Canal Street. Sponsorship. Charity Partners.

160,000 visit in 2002 – over a million since opening

A banner year!

finish
DECEMBER 31, 2002

start
JANUARY 1, 2002

Museum completes *Betty's Busy Backyard*

Stand and Play!

World Circus opens
Make room for the clown!

Move to red!

Thousands of pretend lion-tamers, acrobats and clowns performed in the center ring during *World Circus*, a special exhibit from the Canadian Museum of Civilization. A make-believe trapeze, tightrope and unicycle created under-the-big-top thrills, while costumes, props, and videos helped children appreciate the cooperation, skill and creativity it takes to be part of a circus troupe. Over 23,000 visitors enjoyed *World Circus* thanks to the Northwestern Mutual Foundation, with additional support from Conley Publishing Group and Circus World Museum.



In January, our dedicated Education, Exhibits and Programs Committee unveiled *In The Yard*, the final phase of *Betty's Busy Backyard* – our area for children ages three and under. Generously funded by Museum friends Debra Altshul-Stark and Brian Stark, *In The Yard* features activities in a pretend *Gardening Shed*, *Planting Patch*, and *Caterpillar Sandbox*. In addition to the Starks' support, in-kind assistance from B&E General Contractors and KS Remodelers created a sensory-rich environment in the *Nursery Rhyme House*. A premiere event highlighted how the exhibit promotes early learning through play.



Guests love our new *Little Sweetheart Dipper Dance*

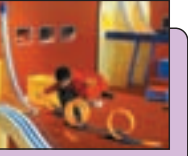
Move to the Heart!



Annual Campaign exceeds goal and earns a \$50,000 matching grant!

You're movin' now!

Our Annual Campaign Cabinet was undaunted by a challenging fundraising climate, securing over \$600,000 from generous donors throughout the community. Their persistence paid off – enabling the Museum to advance new exhibit projects, educational programs and outreach services that will help shape the future of all the children we serve.



Thanks to support from Harley-Davidson Motor Company, the Museum completed renovations to *RACEWAYS!*, our ever-popular exhibit that explores the science of motion, and developed a new companion exhibit, *On A Roll!* These exciting changes debuted in February and the action hasn't stopped since! Toddlers were delighted with our new *Ball Walkers*, visitors of all ages put their imaginations to work in *Making Tracks*, and *Track Contraption* was a "big hit" at over ten feet tall! The exhibit made basic science fun for almost 52,000 visitors.

Museum renovates *Raceways* and debuts *On a Roll!*

Now you're rollin'!

2,718 Museum members

A new record!

Give yourself a pat on the back!

financial highlights

Statement of Activities
January 1 - December 31, 2002
(Unaudited)

Income	
Earned Revenue	
Admission	\$316,859
Membership	118,271
Program	57,362
Special Event	119,888
Interest	5,870
Other Income	29,022
Total Earned Revenue	\$647,272
Contributions	
Gifts and Grants	694,472
In Kind Goods and Services	256,836
Total Contributions	\$951,308
Total Income	\$1,598,580
Expenses	
Occupancy	\$164,494
Exhibits	214,796
Exhibit Depreciation	80,810
Programs and Visitor Services	308,494
Membership and Marketing	457,831
Development	120,137
General and Administrative	204,004
Total Expenses	\$1,550,566
Change in Net Assets	\$48,014

Balance Sheet at December 31, 2002

Assets	
Current	\$749,194
Investments	12,875
Exhibits	1,126,263
Leasehold Improvements	1,207,449
Equipment	84,556
Less: Accumulated Depreciation	(1,260,081)
Other Assets	308,750
Total Assets	\$2,229,006
Liabilities and Net Assets	
Current Liabilities	\$134,600
Net Assets	
Unrestricted	135,953
Fixed Assets	1,158,188
Temporary Restricted	800,265
Total Net Assets	\$2,094,406
Total Liabilities and Net Assets	\$2,229,006

5,200 enjoy the Little Monster Bash and Not-So-Scary Halloween

Treat yourself to red!

Outreach programs benefit 12,000

Share a space with another player!

Annual Gala raises \$114,000

Dance your way to the next space!



The Friends Committee provided key fundraising support, organizing both a successful membership solicitation and extraordinary special events. The Gala Committee stole the show – a record 449 guests attended the November event – *Here's Looking at You Kid!* – raising \$114,000 to support Museum operations. The Friends Committee, in partnership with an equally talented Marketing Committee, also produced a new membership program and two spectacular family events, presented by Jewel-Osco, celebrating Valentine's Day and Halloween. In addition to raising critical funds, these efforts helped set two new records: membership (2,718) and single-day attendance (2,310). Whew!



The Museum's Alice Bertschy Kadish Teacher of the Year Award – named for a Milwaukee teacher and beloved Museum supporter who was devoted to excellence in early childhood education – is presented annually to an early childhood educator and a K-3rd grade teacher who demonstrate a special commitment to hands-on learning. In 2002, we were honored to announce that the Award received endorsements from both the National Association for the Education of Young Children and the Wisconsin branch of the National Educators Association.



Kids Advisory Board profited in Milwaukee *Journal Sentinel*

Move to the start!

Museum recognized as one of the nation's best

Take a bow!

In September, the Museum received a coveted grant from the Institute of Museum and Library Services, a federal agency that fosters leadership, innovation and a lifetime of learning by supporting museums and libraries. The award recognizes the Museum "as one of the leaders of the field." Grant recipients have the highest approval rating of their peers and are considered among the very best in the nation.

Over 360 eligible families participated in *Family Focus*, a new program designed to help parents understand the impact of early learning and the value of the Museum experience. In addition to parenting education, families received a free Museum membership and transportation subsidy to encourage regular visits. *Family Focus* benefited more than 1,300 adults and children referred through partnerships with Easter Seals, Head Start, the Milwaukee American Indian Resource Network, Penfield Children's Center, and the Supporting Today's Parents Consortium.



Learning how things work kept almost 45,000 visitors hopping during *BOING!*, a special exhibit that explored the science – and fun – of springs. On loan from the Children's Discovery Museum of San Diego, *BOING!* helped children understand the concept of elasticity as they experimented with energy and motion, sounds and vibrations, and recoiling and resilience. Local sponsors included Exacto Spring Corporation, Northwestern Mutual Foundation, SC Johnson Fund, and the Milwaukee Journal Sentinel.



Over 70,000 participate in educational programs

Take an extra turn!

45,000 visitors enjoy *Boing!*

Spring forward 3 spaces!

Jewel-Osco Neighborhood Night begins third season

Jump 3 spaces!

Free/Subsidized admission programs benefit 16,000

What a great move!

Family Focus program and tour introductions offered in Spanish

Spin again!

Friends Campaign raises over \$10,000

Switch spaces with a friend!