

WHAT WILL YOU FIND?



ANNUAL REPORT SEPTEMBER 2009 — AUGUST 2010

A YEAR IN REVIEW, A PREVIEW OF THE FUTURE

Dear Friends,

During the past year, we at the Milwaukee Public Museum found ourselves in an exciting phase of growth: the phase of relationship building. We continued our task of reconnecting with the people of our city, our county, our state and beyond. As the new chairman and president, this task of forming the new relationships inherent to our roles was one that was expected, and we further discovered that the entire institution is undergoing this same process as well.

The MPM is always evolving, always undergoing transformation, just as we all are. As we enter a new phase for the Museum, we acknowledge that the people of our region have rediscovered this Museum over the past five years, and have given signs of approval. They like us! We have hosted several blockbuster exhibits and received abundant accolades from our appreciative guests. Most recently visitors enjoyed *Dead Sea Scrolls and the Bible*, presented in early 2010 by The Lynde and Harry Bradley Foundation, *Frogs: A Chorus of Colors*, presented in late 2010 by the Milwaukee Journal Sentinel, and *Mummies of the World*, our current special exhibition, graciously presented by the Northwestern Mutual Foundation.

We feel confident in our strong position and are now more than ready to take our Museum to even greater places. Call it a "museum makeover," if you will.

In this annual report you will notice a stellar new logo and tagline. "What will you find?" How you answer defines what your relationship is with the Museum. Is it whimsical, or is it serious? Is it off-and-on, or is it long-term? MPM provides an intersection between human history and natural science; a place of education, exploration, research and discovery; a safe haven for the preservation of the world and its people. We have a dedicated workforce, strong leadership and years of expertise. We have a loyal network of support through donors, board volunteers and staff, and Milwaukee County Officials.

MPM has indeed entered into a new phase. We're excited to learn what we will find as we continue building new relationships. And we are ready to ask: What will you find?

Richard A. Meeusen

Jay Williams
President and CF

WHAT WE DO

The Milwaukee Public Museum is many things to many people. To most, it's a fascinating retreat, and a great way to appreciate the wonders of the natural world. To others, it's the home of the IMAX theater and the Daniel M. Soref Planetarium, or a wonderful place to bring a class for a field trip. All of these uses of the Museum are valuable and enrich our community. The purpose of the Museum is to do three things: provide educational opportunities, offer permanent and traveling exhibits, and preserve objects in its collections for study and for safe keeping for future generations.

EDUCATION

The Museum offers families, teachers, students, early learners and adults numerous opportunities to use exhibits and programs to interactively and creatively learn about the wonders of natural science and world cultures. Educators, curators and docents constantly develop meaningful learning experiences for visitors of all ages. Museum education programs include: Passport Distance Learning (including the Mammoth Expedition and Big Read programs), Early Learning programs, Science Explorations After School program, Natural History Lectures, museum

camps, museum overnights, and K-12 programs and tours. This year, two new programs were introduced as well — the Summer Urban Academy for at-risk youth and SPARK!, a program for caregivers and loved ones suffering from beginning to mid-stage Alzheimer's disease and other forms of dementia.

SPECIAL EXHIBITIONS AND MUSEUM EXHIBITS

The Museum provides community residents once-inalifetime views of some of the world's most precious and valuable artifacts and allows them to enjoy compelling and thought-provoking experiences. These national and international traveling exhibitions also provide an opportunity for the Museum to expand its presence regionally, increase attendance, acquire new members, and make Milwaukee a visible destination for tourists from throughout the state and the Midwest.

During the past year, the Museum hosted *Dead Sea Scrolls* and the Bible: Ancient Artifacts, Timeless Treasures—
an exhibition that was entirely developed and built by
Museum staff. Covering over 15,000 square feet of space,

it was the largest temporary exhibit that the Museum has ever built. The Museum's permanent exhibitions are also exceptional and encompass several natural history themes: Evolution and Extinction, Tropical and Temperate Ecology, Endangered/Threatened Species, Taxonomy and Field Guides, Ancient History and Mummies, and Local History and Resource Management.

COLLECTIONS & RESEARCH

The Museum has 4.5 million objects in seven collections: Social Science: Anthropology, Archaeology and History; Life Science: Invertebrate Zoology, Vertebrate Zoology and Botany; and Earth Science: Geology/Paleontology.

Collections and Research:

- reveal a 5 billion year history of changes in the Earth's geology, climate and life.
- help us to map the locations and health of the planet's biodiversity and natural resources.
- possess the key information that we use to protect our natural resources.

- provide the materials for new drug therapies and insight into diseases.
- tell us about our human past and inspires people of all ages and interests.

Put simply, collections and research teach us about climate, biodiversity, medicine, disease, extinction, natural resources, life, and ultimately, about ourselves. In the past year, collections and research staff published 17 scientific papers, attended 40 professional meetings and presented talks at 16 professional meetings, gave 21 public lectures and served on 9 professional boards. Five staff members are adjunct at local universities. Loans of more than 11,000 objects were made to other institutions, more than 6,200 objects were cataloged into the collections, and two UW-Milwaukee museum studies courses were taught at the Museum by our staff.



The Museum's SPARK! program offers caregivers and loved ones with memory loss a safe haven in which they can engage in multi-sensory activities.



JANUARY

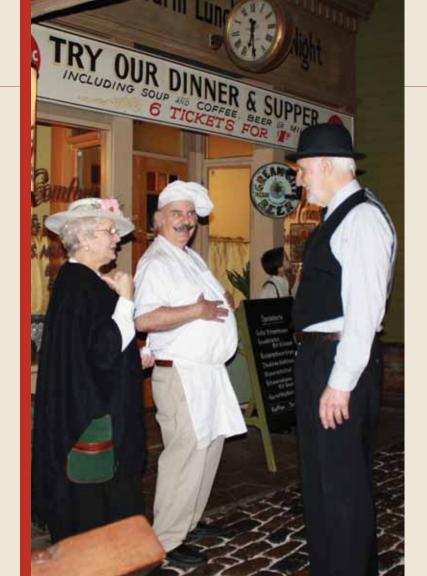
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EDUCATION

The Milwaukee Public Museum's education department reached out to a total of 36,942 participants through 1,250 programs this year. One outstanding new addition to the Museum's offerings is SPARK!, a new program for caregivers and loved ones suffering from beginning to mid-stage Alzheimer's disease and other forms of dementia. MPM is one of ten Wisconsin museums awarded funding by the Helen Bader Foundation to create such programming. SPARK! programs feature interactive exhibit experiences in a welcoming environment. Specially-trained Museum educators engage participants in lively discussions, object handling and other multi-sensory activities.



The Museum houses a collection of about 550,000 insects, including ants. This is one of the largest collections in the Museum.

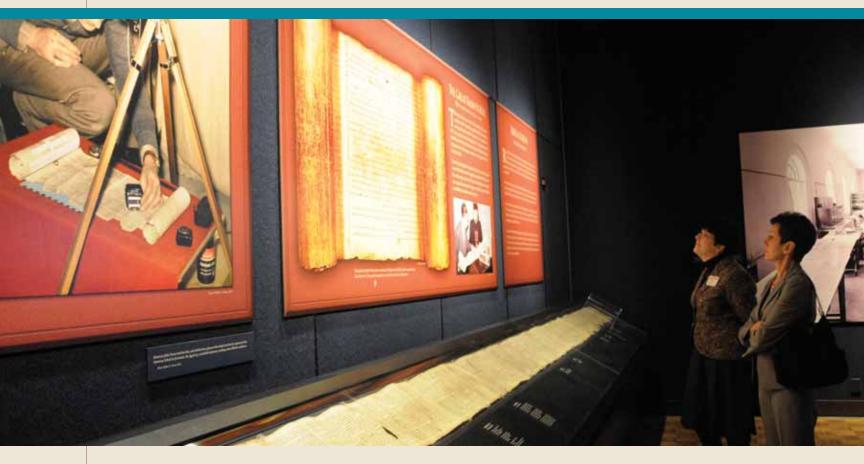


FEBRUARY

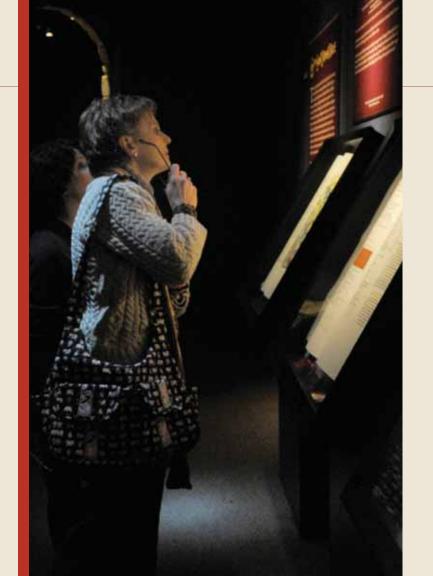
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VOLUNTEERS & DOCENTS

The Milwaukee Public Museum's corps of more than 552 volunteers contributed 25,628 hours to education programs from September 1, 2009 through August 31, 2010. Most volunteers engage directly with Museum visitors — by giving docent tours, staffing a "Stop Spot" cart, interpreting exhibits, running films in the Nickelodeon theater, engaging children as a member of the Bug Patrol, and even dressing in period attire during the Museum's Alive! events.



Visitors to Dead Sea Scrolls and the Bible: Ancient Artifacts, Timeless Treasures study a full-size replica of the Great Isaiah Scroll.

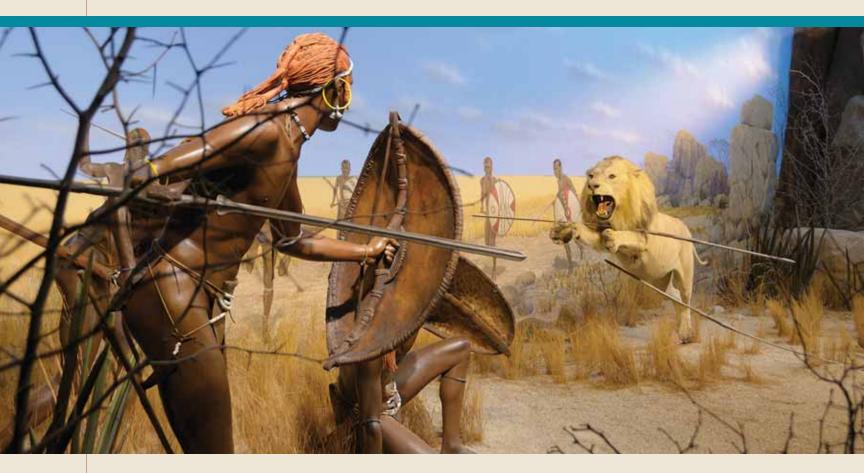


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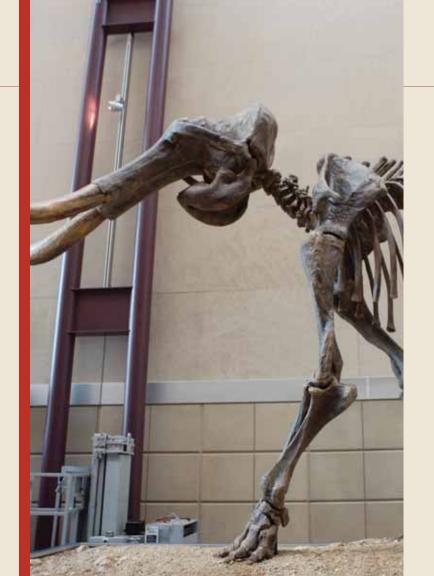
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SPECIAL EXHIBITS

The Milwaukee Public Museum opened Dead Sea Scrolls and the Bible: Ancient Artifacts, Timeless Treasures on January 22, 2010. An exhibit years in the making, Dead Sea Scrolls was the largest temporary exhibit ever produced by the Museum, and included an international collection of artifacts, some more than 2,000 years old. During the run of this exhibit, Museum staff was gearing up to present another special exhibition, Frogs: A Chorus of Colors, which opened in October 2010.



Masai warriors hunt a lion in one of the Museum's famous African dioramas.



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PERMANENT EXHIBITS

The Milwaukee Public Museum's curators, collection managers and exhibits staff are continuously creating new exhibits, as well as updating older dioramas and displays. Likewise, students from the Museum Studies Program, a cooperative venture between the University of Wisconsin-Milwaukee and the Museum, develop an annual exhibit, gaining invaluable professional experience. This year's student exhibit, Captivating Characters in World Mythology, looked at mythological characters and their universal themes. Work also continued on the Hebior Mammoth exhibit — the star of the Museum atrium — with the addition of explanatory text panels.



Devil Dance Mask, Bolivia, an artifact from the Museum's Ethnographic Collection.



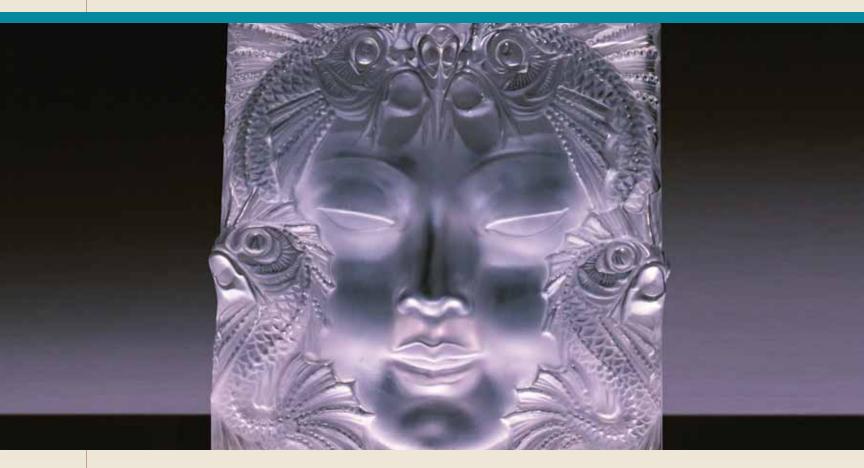


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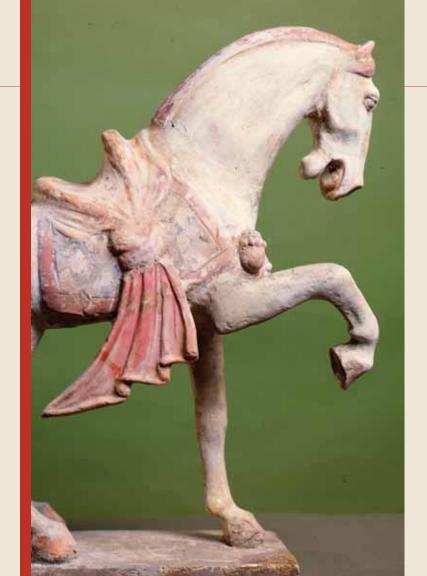
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ANTHROPOLOGY

The Milwaukee Public Museum's Anthropology
Department cares for more than 120,000 objects,
including significant holdings in African and Pacific
Island ethnology and strong collections of Great
Lakes Indians artifacts and Wisconsin archaeology.
With MPM's extensive holdings to draw from, Dawn
Scher Thomae began content development for a small
exhibit on Native Games to run in conjunction with the
Indigenous Games 2011, which will be held in Milwaukee
this summer.



Lalique Mask, a large glass plaque from the early 20th Century France, part of the decorative art collection in History.



JUNE

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HISTORY

The Milwaukee Public Museum's History collections hold more than 250,000 objects, including the Uihlein Stamp Collection, the Dietz Typewriter Collection and the Decorative Arts Collection. History staff members are continuously working to highlight groups within the collection, including pieces that have not yet been exhibited. To this end, Jacqueline M. Schweitzer, Honorary Curator of American History, published a webpage in 2010 outlining the fascinating history of the Works Projects Administration Milwaukee Handicraft Project — many objects of which are held in the Museum's collection.



The Museum is home to several Titan arum plants. When conditions are right, the plants can produce a "flower" that can reach heights of eight feet or more.



JULY

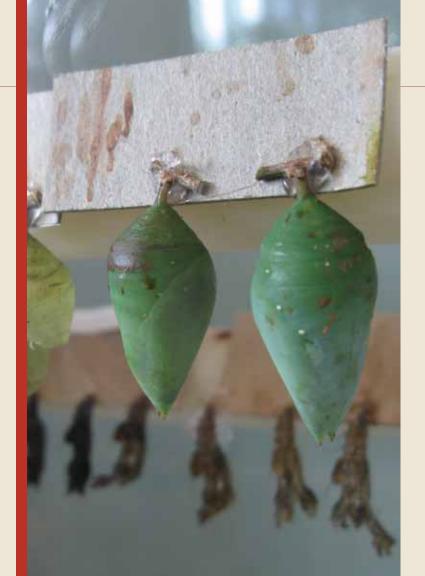
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BOTANY

The Milwaukee Public Museum's botanical collections represent a continuing attempt to catalog the rich variety of Earth's plant species. Scientific research by Museum staff centers on identification, classification, evolutionary history and conservation of plants. Curator Neil Luebke is also officially in charge of the Museum's rare Titan arum (*Amorphophallus titanum*) plants, also commonly known as "corpse flowers." When conditions are right, these plants can sends up a large, smelly "flower" that can reach heights of eight feet or more. The Museum's second Titan arum bloom occurred on January 15, 2010, drawing many visitors attracted by the strange plant's rotten scent.



A glass undersea invertebrate, one of 75 glass models made by the Blaschka father and son team from Dresden, Germany that the Museum acquired in 1889 for exhibition. These now have become historic objects housed in our History Collection.

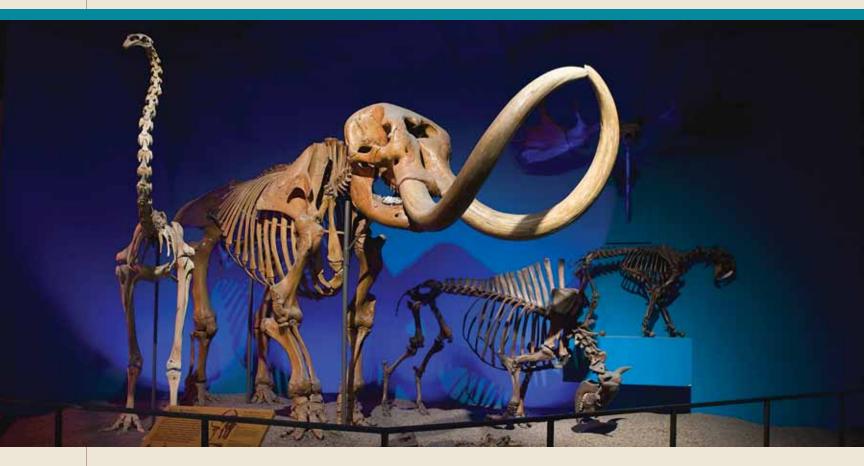


AUGUST

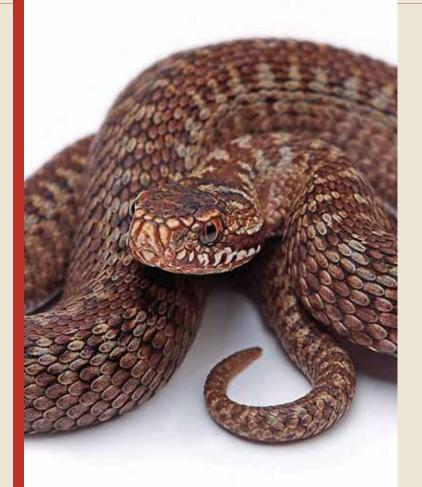
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INVERTEBRATE ZOOLOGY

The Milwaukee Public Museum's insect collections are comprised of more than 500,000 preserved specimens of various orders, but Lepidoptera (butterflies and moths) and Cloeoptera (beetles) are by far the two largest groups represented. Susan Borkin, MPM Director of Research Support Services & the Puelicher Butterfly Garden, is the Museum's resident butterfly expert. She frequently works with the Wisconsin Department of Natural Resources conducting field surveys of rare butterflies in the state, and in 2010 was also sent to southern Indiana by the Butterfly Conservation Initiative to compare the habitat of the endangered swamp metalmark butterfly there with sites in Wisconsin in order to aid in recovery efforts.



This mastodon, when uncovered at the turn of the 20th Century, was the best preserved specimen found to date and became a poster child in many textbooks.



SEPTEMBER

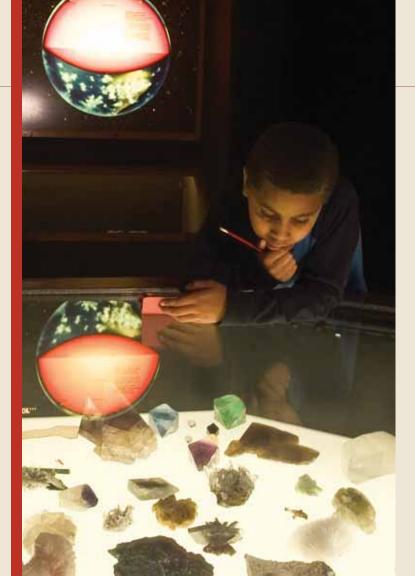
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VERTEBRATE ZOOLOGY

Vertebrate zoology is the study of animals with backbones, including fishes, amphibians, reptiles, birds and mammals. Milwaukee Public Museum vertebrate zoologists center their research on the classification, evolution, natural history and ecology of animals with an emphasis on documenting biological diversity. To this end, Senior Curator of Herpetology Robert Henderson continued writing a new book on treeboa natural history, in addition to producing several articles on snakes and reptiles for various scholarly journals such as Reptiles & Amphibians and Applied Herpetology.



The Torosaurus skeleton pictured here features a skull that is nearly nine feet long and eight feet wide. It is one of the largest dinosaur skulls ever found.



OCTOBER

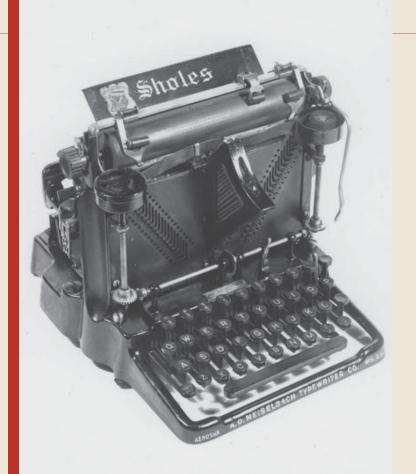
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GEOLOGY & PALEONTOLOGY

Early Museum geologists collected fossils, minerals and rocks to portray a general history of the Earth and its processes. The Milwaukee Public Museum Geology staff continues to pursue the goal of keeping the public informed. Dr. Peter Sheehan, Head of Geology, is especially focused on unraveling the mystery of the dinosaur extinction 65 million years ago, a subject he's pursued throughout his professional career. Sheehan continues to uncover evidence supporting his theories, and in 2010 presented his findings to the Third International Paleontological Congress in London.



A sample of firearms from the Nunemacher Collection, one of the top ten firearm collections in the country (Remington Daringer and Single Shot pistols).



NOVEMBER

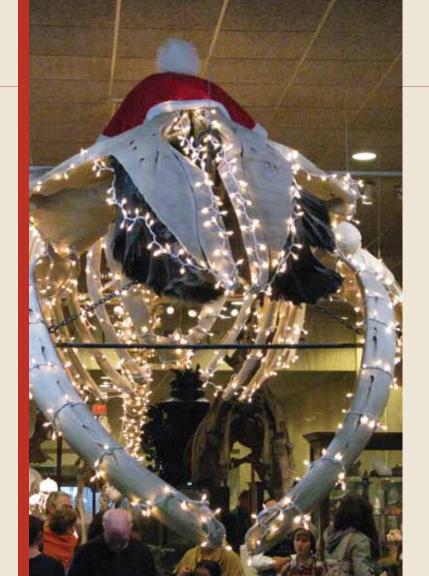
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CONSERVATION

The Milwaukee Public Museum holds the largest collection of typewriter and business machines in the United States. This collection, the Dietz Collection, has long been inaccessible due to the crowded conditions of the storage area, and many machines could benefit from conservation measures. This year, the Institute of Museum and Library Services awarded the Museum a grant to conserve this collection and to make it accessible in the future. In addition, Christine Del Re, Senior Conservator and project coordinator, will produce an automated database and digital images for curatorial and scholarly use.



Young learners at a Museum Summer Camp study pelicans in a North American diorama.



DECEMBER

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ADMISSIONS

The Milwaukee Public Museum welcomes an extraordinary number of visitors every year, and 2010 was certainly no exception. Total attendance reached 451,056, and 154,056 visitors were entertained by IMAX films and Planetarium shows. The busiest days of the year were the Monday after Easter, when we welcomed 6,126 visitors, followed by the day after Christmas, with 5,349 visitors. 166,641 visitors experienced *Dead Sea Scrolls and the Bible*, while nearly 40% of these visitors, or 66,316, enjoyed the exhibit with an audio tour.

PROGRAMS AND EVENTS

DANCING THROUGH THE DECADES

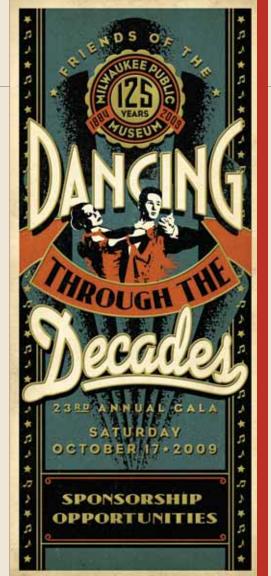
Guests at the 2009 annual gala, Dancing through the Decades, were treated to an evening featuring the best of popular dance through the eras. The night included dance lessons from members of Mad Hot Ballroom, along with a spectacular selection of delicious food, music and outstanding auction items. With special thanks to MillerCoors and honorary chair Mike Jones, the gala was another huge fundraising success for the Museum.

HALLOWEEN HAUNTINGS

Member families and their guests enjoyed spooky chills and thrills during the Museum's annual two-evening Halloween Hauntings event, and attendance rose to more than 5,800 members and friends in 2010. Costumed children experienced the Museum in a whole new way as they trick-or-treated through Museum exhibits, made monster crafts, met live creepy-crawlies, and even rode the haunted freight elevator.

FOOD & FROTH

MPM's beer festival continued to be one of the Museum's most popular fund-raising events. Once again, the event was sold out, and the Museum was thronged with patrons sipping more than 200 styles of beer, enjoying food from 17 vendors, and listening to music by 10 different bands, all while strolling the Museum's special exhibit floors.



LUNCHEON LECTURES

The Museum's mission is to inspire learners of all ages, and what better way to stimulate the adult mind than through insightful conversation over lunch. The 2009-2010 series, organized and sponsored by the Friends of the Museum, covered a diverse range of topics, from the making of the Museum's famous exhibit Street of Old Milwaukee to the history of the Underground Railroad in Wisconsin. Nearly 500 patrons joined lecturers for these great Tuesday events.

BEHIND THE SCENES

More than 900 members and guests were welcomed into "off-limits" areas of the Museum on a two-evening event in April. Visitors got to see many of MPM's obscure artifacts, as well as tour the "Bug House," where bones are cleaned, and learn about what really happened to the dinosaurs 65 million years ago.



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Silent Auction Committee

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OCTOBER 17, 2009

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MAJOR DONORS

The Milwaukee Public Museum is able to continue its commitment to providing a dynamic and stimulating environment for life-long learning because of the generous support of our donors. In Fiscal Year 2010, museum donors and members contributed over \$6 million in support of operations, exhibits, research, educational programs and endowment. Every gift is important, and we are sincerely grateful to each and every donor for their support. The following list recognizes donors whose gifts of \$1,000 or more were received between September 1, 2009, and August 31, 2010.

Exceptional Annual Support

Friends of the Milwaukee Public Museum — Event Proceeds Milwaukee County

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Special thanks to Milwaukee Public Museum employees who agreed to take unpaid furlough days in 2010 as a precautionary savings measure.

PUBLICATIONS AND GRANTS

PUBLICATIONS

Barker, B., **R. W. Henderson**, and R. Powell. *Epicrates monensis*. Geographic Distribution. *Herpetol. Rev.*, 40:455-456.

Berg, C. S., A. Jeremiah, B. Harrison, and **R. W. Henderson**. 2009. New island records for *Tantilla melanocephala* (Squamata: Colubridae) on the Grenada Bank. *Applied Herpetology*, 6: 403-404.

Davis, V. 2010. American Samplers and the MPM Collection. American Needlework Guild Newsletter.

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Henderson, R. W., and R. Powell. 2009. *Natural History of West Indian Reptiles and Amphibians*. Gainesville: University Press of Florida. xxiv + 495 pp.

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Powell, R. **R. W. Henderson**, And R. S. Thorpe. 2010. Sphaerodactylus phyzacinus. Catalogue of American Amphibians and Reptiles, 876:1-3.

Sheehan, P.M., Isbell, J. L., & Fastovsky, D.E. 2010. Post-K/Pg terrestrial and freshwater recovery in a physically devastated landscape. *Program and Abstracts, Third International Palaeontolotical Congress, University of London*, p. 352.

Turk, P. A., N. N. Wyszynski, R. Powell, and **R. W. Henderson**. 2010. Population densities and water-loss rates of *Gymnophthalmus pleii, Gymnophthalmus underwoodi* (Gymnophthalmidae) and *Sphaerodactylus fantasticus fuga* (Sphaerodactylidae) on Dominica, West Indies. *Salamandra*, 46(3):125-130.

GRANTS & AWARDS

Del Re, C. Conservation of the Dietz Typewritter Collection, *Institute of Museum and Library Services*, \$113,979 (continuing).

 $\textbf{Henderson, R.} \ \textbf{Ecology} \ \textbf{of the Grenada} \ \textbf{Tree Boa.} \ \textit{Windway Foundation}, \$5,000.$

Koceja, D. Full funding to attend "Designing and Implementing Accessible Informal Science Education Programs" March 11-14, 2010.

FINANCIAL HIGHLIGHTS

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September 1, 2009 - August 31, 2010

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