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Right: The
inside front
cover of the
1997 Annual
Report for
the Stearns
County
Historical
Society. The
report has 16
8 1/2" x 11"
pages.

THE MINNESOTA HISTORY Interpreter

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PRODUCING OUR ANNUAL REPORT by David Ebnet, Executive Director, Stearns County Historical Society

We asked David Ebnet, the executive director of the Stearns County Historical Society (SCHS), to write an account of how the SCHS 1997 annual report was planned and produced. An annual report like theirs may not be feasible for all local and county historical organizations, but this article should provide useful ideas for annual reports, no matter what their scope or the size of the organization.

The purpose of the annual report is to document the organization's activities, accomplishments and progress for the past year. It serves as an important source of factual information about the organization for prospective sponsors and customers. As a structured history of the organization, it is a useful tool to inform and educate new board and committee members. It is also an opportunity to recognize and thank those who have played some part in the accomplishments of the past year.

We enclose our annual report with most grant applications, and it is one component of our planned giving packet. Most importantly, the annual report enables the organization to report to major funders (i.e. county and city government, foundations and corporate supporters). These purposes help determine the report's format.

The Stearns County Historical Society (SCHS) has published an annual report each year since 1985. An abbreviated written feature about the year's activities is printed in the Society's bimonthly publication, *CROSSINGS*, and a brief oral account of the year's activities is presented at each year's annual meeting. Prior to 1985, the annual report was limited to an oral presentation at the annual meeting.

Due to space and funding limitations, we must be selective in deciding what to include in our annual



Stearns County Historical Society

report. It would be nice to recognize all members individually, but we decided to list only "business" membership and major sponsors. We issue a summary of the Society's programs and accomplishments, which is presented to *highlight* the activities of the 12-month period.

Our annual meeting is held on the fourth Tuesday of October, which is when we issue the report, so our 12-month reporting period has been October 1 to September 30. Unfortunately, this means we have only three to four weeks to assemble, write and design the report prior to printing. Often, this time line has been challenging.

Our financial statements follow the calendar year, so we expect to change our annual report period to coincide with the audit of financial statements. We anticipate publishing next year's annual report in late April, after the board accepts the 1998 audited financial statements. We hope this will give us

REMINDER
Sesquicentennial/Millennium Grants
Pre-applications are due April 20;
Final applications on May 15.

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Producing Our Annual Report

Continued from p. 1

sufficient time to incorporate up-to-date financial information and prepare the report.

In recent years we have begun work on the report with a staff review of the previous year's report and of suggestions from board and staff for improvements. Once work begins, approximately 28 to 30 hours is needed for staff members and the editor to write and design the report. For many years all of the work was done by museum staff, but lately, our printer's in-house designer has taken text, photos and general layout direction from SCHS and fine-tuned a final product. Printing and design costs range from \$2.75 to \$4 per copy. Variations in the per-copy cost result from such factors as the quantity of the print run, use of designers, and the number of photographs.

We generally distribute from 300 to 350 reports. Whenever possible, a report is hand-presented to people in key positions, e.g. county commissioners, other elected officials, business members, major funders, reference libraries, and other nonprofit organizations. Lest we forget our own history, we place a copy in our archives.

Advance planning is important. Throughout the year, we take photographs of events, activities and projects, keeping in mind marketing and reporting uses in the annual report and other institutional publications. Statistical information, such as number of members, visitors, and program participants, are kept up-to-date during the year. Thus this information is readily available, and can be quickly given to the editor.

Ingredients of an Annual Report

Here is a check list of essential information the annual report should contain:

1. Legal name, complete address, telephone and FAX numbers, and URL address of the institution.
2. Period of time covered by the report, e.g. "January 1, 1998 through December 31, 1998."
3. Length of time the organization has been in operation, e.g. "The 75th Annual Report."
4. Governance and management of the institution:
 - Statement of governing authority.
 - Members of the governing board, including officers' names and titles.
 - Name and title of chief executive officer and names of appropriate key staff.
 - Statement that the organization is legally constituted and tax exempt.
 - The organization's mission statement.
 - Geographic areas served.
 - Number of visitors, clients and customers served during the reporting period.

- Who is served (i.e., communities, children and families, senior citizens, students).
 - Programs and/or services rendered during the report period including impact of the things that were done.
 - Whether you are a branch of another organization.
 - Whether your work is a collaborative effort with other groups or institutions, such as chapters and affiliate organizations.
5. Financial information (often presented graphically):
 - Consolidated balance sheet.
 - Summary operating statement showing major sources of revenue and major expenses.
 - Comparison of financial position with prior reporting period(s).
 6. Perspective on progress toward goals and plans.
 - How did the institution measure up to its annual goals and objectives?
 - What special circumstances had an impact on the organization?
 - How will these circumstances affect future programs and services?
 - Was there a significant growth in assets? Why?
 - Were new programs initiated? Or old ones phased out? With what effect?
 - What was the membership in comparison to prior reporting periods?
 7. Fund-raising information
 - Lists of patrons, benefactors, donors, members during the past year.
 - Fund-raising results.
 - Descriptions of particularly significant, unusual or important gifts.
 8. Other useful information to include:
 - Statements from the board president and/or chief executive officer.
 - For many institutions, volunteers should receive recognition for work accomplished during the report period.
 - New exhibitions, major artifacts added to the collections, and publications of the museum during the report period should be given due attention.
 - Information about how interested parties can further the work of the institution, including membership application forms, contributors' information and how to support the organization.

For further information, contact David Ebnet, SCHS executive director, at (320) 253-8424; mail: P.O. Box 702, St. Cloud, MN 56302-0702; or e-mail: davide@stearns-museum.org .





DINOSAURS: Moorhead Traveling Exhibit & Smithsonian Web Site

The traveling exhibit, *Dinamation's Dinosaurs—Alive and In Color*, is on display at the Heritage Hjemkomst Interpretive Center in Moorhead through May 15. The exhibit is intended to be enjoyed by visitors of all ages. It includes robotic dinosaurs, a fossil dig, life-size wooden chairs in the shape of dinosaur heads, a life-size plastic dinosaur nest and eggs, and videos and computer games. One robotic dinosaur, the *dilophosaurus*, a desert-dwelling creature, takes a drink from a spring-fed pool. When he straightens up, he swallows, takes a deep breath, and sprays water from his mouth into his immediate vicinity. He has become known as the “spitting dinosaur,” and is an especially popular exhibit with children. For further information, contact Bev Woodward or Emily Tessmer at the Heritage Center, (218) 233-5604.



This is Dinamation's robotic allosaurus, or "leaping lizard," a Jurassic Period creature that grew to 15 feet tall, 36 feet long and 4 tons in weight.

Courtesy Heritage Hjemkomst Center; photo © Dinamation International

People interested in the controversial topic of dinosaur extinction will also want to visit the Smithsonian Institution's web site about its recent exhibit, *Blast from the Past*. The exhibit included a

core of ocean-floor sediment from the Caribbean Sea off the coast of Mexico's Yucatan Peninsula.

The core shows clear evidence of abrupt changes in sea life that serve as indicators of climatic changes: foraminifera, tiny single-celled organisms known to have existed for more than 550 million years. A cross-section of sediment shows, first: microfossils from the time of dinosaurs; then above it a dark “ejecta”

layer—material from the crater; then above it another dark, “fireball” layer of dust and ash fallout from the asteroid impact; then a lighter layer of sediment with microfossils after the extinction of dinosaurs. The changes can only be explained by a cataclysmic explosion about 65 million years ago. Some scientists have argued that a six-mile-wide asteroid did indeed strike the

earth in that area at about that time, causing “a cloud of sun-blocking ash and debris that made Earth uninhabitable for many creatures.” Source: Smithsonian Institution *Research Reports*, Winter 1998; web site: www.nmnh.si.edu/paleo/blast

Goodhue Area Historical Society and Goodhue Schools Join in Local History Program

The Goodhue Area Historical Society (GAHS) has embarked on a collaborative local history program with the Goodhue Public School system that was designed by Larry Granger of Eagle Wings Consultants. Last fall, 13 Goodhue High School students enrolled in an independent study course designed by teacher Wade Stottler. The students are conducting research on historical topics in the Goodhue area, some of which were suggested by GAHS members. Local history resources are limited at GAHS, so much of the material the students use will be acquired during interviews with area residents.

The research collected by the students will become a part of the collection of the GAHS museum, which is now in the planning stage. In a letter, Karleen Franklin, secretary of GAHS, noted that the students have produced some very good research reports and assembled them in notebooks. She stated, “Topics researched so far have included area churches that are no longer in existence, early businesses in Goodhue, history of the Goodhue wrestling team, and the history of family farms.” The school hopes to offer the community history course sometime in the future as a regular part of its curriculum.

For further information, write GAHS at Box 141, Goodhue, MN 55027.



Doing History in Newsletters

Newsletters from historical organizations all over the state arrive regularly in our offices. We have noticed that articles based on research in historical sources are appearing more and more frequently in these newsletters. We think this is a good idea, one worth trying where it is feasible. To illustrate several different approaches to this kind of feature, brief excerpts from a few of these articles follow.

Significant personalities

An illustrated history of "Lawmen of Clearwater County: The Sheriff's Department" appeared in the Nov./Dec. 1997 issue of the *Clearwater History News*, published by the Clearwater County Historical Society (CCHS). The article includes excerpts from a series of articles by Becky Hinrichs that was printed in the *Clearwater Review*, 1990-91. It listed the names of the county's 11 sheriffs from 1902 to the present, along with photographs of seven of them. It included a story of the first county sheriff, Swan Torkelson, the "Man Who Named Clearwater County," who also was the first sheriff fired from the position. (CCHS: P.O. Box 241, Bagley, MN 56621; (218) 785-2000)

Clearwater History News

Logos of four of the newsletters quoted in this article and the banner head of the fifth are shown here.

Re-presenting old clippings

One approach to the re-presentation of old newspaper clippings is also illustrated by the *Clearwater History News*, which reprints photocopies of actual clippings in a full-page section titled "Fifty Years Ago." Another approach was used by the Mower County Historical Society (MCHS) in the March 1998 issue of its newsletter, *Museum Messenger*. The issue was largely devoted to the story of Racine Township. Information from newspaper clippings and from other sources, such as the U.S. Postal Service Archives and census records, was compiled and summarized.

What results is a kind of text-album of events and people in Racine in its early years. The inner pages of this issue present historic photographs of places and people from Racine; later, a lengthy letter from a Racine resident, written in 1907 and preserved in the MCHS archives in mint condition, is retyped and printed. (MCHS: P.O. Box 804, Austin, MN 55912)

Reporting again

Researching in the Wright County Historical Society (WCHS) newspaper collection, Betty Dircks, office manager/archivist, found an article from the June 12, 1896, issue of the *Clearwater News* about a

pine land scam. The text was retyped and printed in the Winter 1998 issue of *Heritage Herald*, the WCHS newsletter, as "A Pine Land Deal. Several Monticello Boys Disgracefully Mulcted. Instead of Valuable Pine Timber they have only Stumps." A smooth-talking scam artist from Anoka had interested a group of young Monticello men in timber land to the north. He showed them "broad fertile acres of land, with magnificent pines standing so thickly that a woodtick couldn't pass through edgewise." But he sold them land that was "Nothing but solid phalanxes of disconsolate-looking old stumps upon the tops of which sat voracious woodticks which had ate up the cow and were ringing the bell for the calf. The boys were 'stumped'." (WCHS: 2001 Hwy. 25 North, Buffalo, MN 55313)



Specialty reminiscences

The Chippewa County Historical Society (CCHS) regularly retypes and prints excerpts from old Minnesota statutes in its newsletter, *Pioneer Crier*. For example, the February 1998 issue contains "the Revised Laws of Minnesota, 1905, effective March 1, 1906, under the heading 'Malicious Mischief': #4763: Punishment of a Misdemeanor When Not Fixed by Statute." (CCHS: 151 Pioneer Drive, P.O. Box 303, Montevideo, MN 56265)



Expanding on exhibit research

Another approach is to use research done for an exhibit. Randy Krzmarzick did the research for the Brown County Historical Society (BCHS) exhibit, *Made in Brown County*. His first contribution to *News Notes*, the BCHS newsletter, is "Adlerika," in the Spring 1998 issue. It chronicles the story of this patent medicine from the time of its invention in 1902 to its demise in 1994. The inventors, Charles and Ernest Weschke, were sons of the New Ulm pioneer doctor Carl Weschke. They made a herbal-based laxative formula for two doctors in Springfield. Based on the theory that appendicitis was caused by seeds in the appendix, they marketed the formula as "Dr. Adler's Cure for Appendicitis." (There was no Dr. Adler. Krzmarzick surmises that the name came from the local newspaper, the *Springfield Adler*; *adler* is the German word for eagle. And "Adlerika" was coined after the Federal Drug Administration made the Weschkes drop the word "cure" from the title.) (BCHS: 2 N. Broadway, New Ulm, MN 56073-1714)





National Register School Buildings in Aurora: One-dollar Sale

The school district in Aurora, St. Louis County, is willing to sell two historic public school buildings (see photo below) to a qualified developer for one dollar. Both buildings are listed on the National Register of Historic Places, and are therefore eligible for federal



SHP files

The John Harris Hearing Grammar and High School, foreground, was built in 1911 in what is called the English Renaissance Style; the John A. Johnson Grammar School, in the background, was built in 1913. Anthony W. Puck of Puck & Holstead, Duluth, was the architect for both.



SHP files

This is a view of the interior of the Hearing School auditorium, looking north. The auditorium is in the center of the T-shaped building; 20-foot tall leaded-glass windows are on three sides, the roof is copper, and there is carved woodwork in the ceiling.

rehabilitation tax credits. The State Historic Preservation Office sponsored a reuse study of the buildings in 1997. That study concluded that the architecturally distinguished buildings were structurally stable and functionally adaptable, and that, while rehabilitation might be costly, it would certainly be possible and well worth the effort.



beamed oak ceiling, and bronze chandeliers (see photo above). The buildings are still part of the community's public school campus, so new uses would have to be compatible with school functions.

For further information, call Robin Vora at the Mesabi Historical Society, (218) 229-2371. A copy of the reuse study is available from the State Historic Preservation Office, (612) 296-5434.

Statewide Conference on Volunteerism in May

The 1998 Minnesota Conference on Volunteerism, *On the Cutting Edge: Striving for Excellence*, will be held at the Arrowwood Resort in Alexandria, Wednesday through Friday, May 13–15. This year's conference will be of particular interest to volunteer leaders and managers. In addition to 22 workshops, the program includes peer consultations, technology sessions, a tour, exhibits, a presentation by the Black Storytellers Alliance, and a vender fair.

The keynote speaker will be Vivian Jenkins Nelson, co-founder of INTER-RACE, a Twin Cities diversity think tank and consulting organization dedicated to improving race relations through research and education. Bob Goodwin of Points of

Light Foundation, a national non-profit, non-partisan organization dedicated to engaging people in volunteer service, will give the closing presentation, *Fulfilling America's Promise by Connecting America*. The conference is co-sponsored by seven Minnesota volunteer and service organizations.

Costs vary, depending on the number of days you wish to attend, and whether you are a member of a sponsoring organization or are receiving an Early Bird discount. For three days, the cost is \$175; for two days, \$160; for one day, \$85; a room at Arrowwood costs \$79/night. For information and to receive a brochure and/or registration materials, call Christine Engen, conference secretary, at (612) 220-1789.



“Intellectual Property”—What It Means & How To Protect It

If you see or wish to use the symbols ©, ®, ™, or “patent pending,” you will encounter *intellectual property*. Roughly speaking, intellectual property is what is created when an idea is turned into some kind of thing. It includes inventions (devices, machines, processes), innovations (improvements on existing products), and publications. A large and complex body of law is concerned with the protection of intellectual property, so if legal actions might arise, attorneys should be consulted. This is especially true now because the General Agreement on Tariffs and Trade (GATT) might lead to changes in certain laws protecting intellectual property—changes now under consideration by the U.S. Congress.

Meanwhile, a good introduction to the subject is available in the booklet *A Guide to Intellectual Property Protection*, prepared and published by the Minnesota Department of Trade and Economic Development (DTED) and the law firm of Merchant, Gould, Smith, Edell, Welter & Schmidt, P.A. The eighth and most current edition was published in June 1996. The booklet discusses the four types of protection of intellectual property: patent, trademark, copyright, and trade secrets. A few brief comments about each one follow.

The booklet is available at no charge from the Minnesota Small Business Association, 500 Metro Square Bldg., 121 E. 7th Place, St. Paul, MN 55101-2146; (612) 296-3871 or 1-800-657-3858 (toll free).

Patents

Patents are applied to inventions. A patent provides “an inventor with an exclusive right to exclude others from making, using, or selling an invention for a limited period of time.” The booklet discusses patentability requirements, procedures for applying for patents, the role of the Patent Examiner, and procedures for appealing an Examiner’s decisions. “The words ‘patent pending’ can be placed on an invention once the inventor has filed a patent application. After a patent issues, the patent number is generally placed on the invention.”

Trademark

“A trademark is a word, name, symbol or device used by a manufacturer or merchant to identify his or her goods and distinguish them from others.”

To have any force, a trademark has to be used in commerce, though in some cases an applicant can obtain a “reserved” status for a reasonable period of time. The symbol ® or the word

“registered” beside the word or symbol means that the trademark has been federally registered. The symbol ™ means that the trademark has not yet been federally registered. “The entire purpose of a trademark is to serve as a unique indicator of the origin of a product or service,” so that it will be identified with a particular manufacturer.

Copyright

“A **copyright** protects literary and artistic ‘expression’ as well as other types of informative media that derive their value from the particular manner in which the information is expressed.” It is important to realize that “a copyright automatically attaches to a work at the time it is written down or otherwise fixed or recorded.” Copyright is preserved by attaching the symbol ©, with the date of publication and the owner’s name, to the work. The copyright can also be registered with the U.S. Copyright Office; registration is recommended for legal reasons but not required. The owner of a copyrighted work has these exclusive rights:

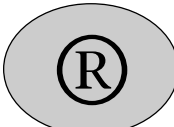
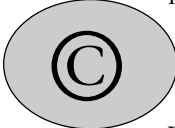
- copying;
- adaptation;
- distribution of copies to the public;
- public performance; and
- public display.

There are, however, provisions called “fair use” and “first sale,” which allow for certain limited kinds of uses of copyrighted works. The booklet describes fair use as follows: “Other people can use (copy, perform, display, etc.) a copyrighted work for purposes such as criticism, comment, news reporting, teaching, scholarship, or research without infringing the copyright. Fair use is determined on a case-by-case basis. Whether a use is indeed a ‘fair use’ depends largely on the effect of the use upon the potential market for or value of the copyrighted work.” “First sale” refers to “limitations on the rental and/or leasing of sound recordings and computer software.”

Trade secret

A **trade secret** is any invention of peculiar value to its owner that is “not protected by a patent and is not known or accessible to others.” There is no time limit on a trade secret; a patent expires after 20 years. An instructive example of a trade secret is the formula for Coca-Cola®.

See p. 7 for two key addresses and information about another recently published book on trademarks and related issues.





Two Field Workshops & Preservation Public Meetings Left

THURSDAY AND FRIDAY • APRIL 23 & 24 • LITTLE FALLS

The Thursday evening meeting will be held in the City Hall. The workshops will be held at City Hall and the Musser House.

THURSDAY AND FRIDAY • MAY 7 & 8 • VIRGINIA AND CHISHOLM

The Thursday evening meeting will be in the Coates Plaza Hotel in Virginia. The workshops will be held at Ironworld in Chisholm.

TO REGISTER

Send your name, organization name and address, telephone numbers, your choice of workshop, and a check for \$20, payable to the Minnesota Historical Society, to David Nystuen, MHS, 345 Kellogg Blvd. W., St. Paul, MN 55102-1906. Questions? Call David at (612) 296-5460.

Grants Available for Museum Studies

Grants for scholarships and travel expenses to study museum-related topics at the Campbell Center for Historic Preservation Studies are available through the Midwest Museums Conference (MMC). The Center offers four- or five-day courses in architectural preservation and collections care. A four-week-long core curriculum course covers historical collections care, archaeological and ethnographic materials, and natural science foundation studies. The Center provides access to experienced instructors, a general library, and hands-on practice. The Campbell Center is located in Mount Carroll, Ill., 10 miles east of the Mississippi River and about 180 miles southeast of Rochester, Minn.

The MMC grants, made possible by support from the Institute of Museum and Library Services, will cover up to \$500 for a four- or five-day class plus \$100 to offset travel expenses, and \$800 scholarships plus \$200 for travel for a four-week core curriculum course. Museums with operating budgets less than

\$250,000 are especially encouraged to apply, but museums with budgets larger than that are also eligible for scholarships that cover up to 50 percent of the costs, on a first-come, first-served basis.

The funds will be given to museums that belong to the MMC, though a museum may apply for a scholarship and become an MMC member at the same time. The museum chooses the most appropriate person—paid staff or volunteer—to receive the training. The next deadline for applications is June 15; the course must be completed by October, 1998, and a final report and evaluation submitted by December, 1998.

There are two forms to fill out: A scholarship application to the MMC, and a registration form to the Campbell Center. To receive a Campbell Center catalog, call (815) 244-1173; for MMC materials, call (314) 454-3110, fax (314) 454-3112, or e-mail at mmcdirect2@aol.com.

Useful Addresses and a Book about Trademarks

Copyright Office, Library of Congress, 101 Independence Ave., S.E., Washington, D.C. 20559; (202) 707-3000

Commissioner of Patents and Trademarks, U.S. Patent and Trademark Office, Washington, D.C. 20231; (703) 557-4636

Another new 15-page booklet about trademarks was recently published by the International Trademark Association (INTA). Titled *Trademark Basics: A Guide for Business*, it begins with the assertion that “the average person sees or hears more than 1,500 trademarks each day!” *Trademark Basics* costs \$3.95/copy; send check or money order to INTA, 1133 Avenue of the Americas, New York, NY 10036-6712.





Nicollet County Schedules Film About Filming Local History

Filming Local History, a short film designed to help amateur filmmakers get better footage, will be shown at the Treaty Site History Center in St. Peter on Sunday, April 26, at 2 p.m. The movie was made by Robert Lindemayer, associate director of the Media Resources Department at Iowa State University in Ames, who has 25 years of experience working on films on topics from art and aeronautical engineering to agricultural economics. The movie suggests events to record on film and gives tips for successful interviews. It was produced as part of a statewide history-recording project for Iowa's recent

sesquicentennial. Lindemayer and a colleague held statewide workshops on filmmaking, instructing citizens in using video cameras to record local activities. Lindemayer will be available to answer questions after the showing.

The Treaty Site History Center, operated through the Nicollet County Historical Society (NCHS), is at 1851 N. Minnesota Ave. in St. Peter. Admission is \$3; children 12 and under and NCHS members are admitted free. For further information, contact either Reta Casper or Ann Burckhardt at (507) 931-2160.



Guide to Recovering Valuable Water-Damaged Collections

Last year the Minnesota Historical Society's (MHS) conservation department prepared a Disaster Preparedness Plan for the Minnesota History Center. The plan was written with the wide range of objects in the MHS collections in mind, but, with suitable adaptations to local conditions and specific needs, the information should be useful in other situations. The part of the document dealing with recovery from water damage is accessible through the Society's web site: www.mnhs.org. For questions and comments, call the MHS conservation department at (612) 297-3896.

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Readers are invited to submit information for publication. To be considered, items must reach the editor by the 25th of the month, two months before publication (example: the deadline for the October issue is August 25). Send to: **Interpreter** Editor, Minnesota Historical Society, 345 Kellogg Blvd. W., St. Paul, MN 55102-1906. For more information call (612) 296-5434 or (612) 296-8196.

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Britta Bloomberg, Head, Historic Preservation,
Field Services and Grants Department
David Nystuen, Field Coordinator
James Smith, Editor



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345 KELLOGG BOULEVARD WEST
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