

DISCOVERY

THE IMPACT OF PLAY

2015-2016 BIENNIAL REPORT



REPORT FROM THE CHAIR

This biennial report captures the lively activities that helped to define 2015 and 2016 here at the Shenandoah Valley Discovery Museum. After joining the museum Board in 2011, I assumed the chairmanship in spring of 2016. During this time period, the museum has continued to grow since moving into its newly renovated facility at 19 W. Cork Street. The changes to the museum since its move are manifest in doubling the number of visitors, tripling the museum work force, and adding a continual stream of new exhibitions and programs.

Ever responsive to the evolving learning needs of schools and families, the Discovery Museum translates educational goals into an exploratory, hands-on approach that is playful and calibrated to diverse styles of learning. At present, the Museum serves over 148 schools in 18 school districts.

To attune the museum to the work ahead, Board, staff and educational professionals shared perspectives at a strategic planning retreat leading to the design of Discovery 2020. Our collective vision is to create an extraordinary place where lives are transformed through play. The initiatives central to this vision are described later in this report.

Many of you have helped to foster this extraordinary place, which is one of only seven children's museums in the state of Virginia – and 341 world-wide. This regional asset would not have been possible without the collective generosity and support of our community. Thank you!

We believe that a contribution to the museum is not only an investment in our children's future, but also a engine for economic development for the region. With the additional dollars spent by thousands of visitors on lodging, restaurants, gas and other commodities, the Museum is an effective catalyst for growth.

After all, growth is a byproduct of learning, which we pursue with a passion.



NEILE MARTIN
SHENANDOAH VALLEY DISCOVERY MUSEUM BOARD CHAIR

ARCHITECTURAL AWARDS

Juror's Special Citation in Institutional Architecture, AIA Northern Virginia, 2016
Grand Award, Remodeling Magazine Design Award, 2015
Honorable Mention for Excellence in Architecture, AIA Virginia, 2015
Award of Merit, Preservation of Historic Winchester, 2014

FEATURED IN:

Remodeling Magazine, October 2015
Metal Architecture Magazine, June 2015



CAPITAL DONORS 2015

\$100,000 to \$150,000

The Cabell Foundation
City of Winchester
James R. Wilkins Charitable Trust 100,000

\$25,000 to \$99,000

William & Kathleen Quarles
Thomas & Sharon Byrd
Winchester Radiology Investments, LLC

\$5,000 to \$24,999

National Fruit Product Co / dba White House Products
Jim Kent
Larry & Rossi Selzer
Harry & Dolores Byrd
Jeffrey & Emily Skiles
Dave & Dawn Snow
Phil & Mary B. Glaize
Bank of Clarke County
James & Amy Sluss
Union Bank & Trust
Gerald & Kaye DeHaven Smith
Cheryl Greene

\$1,000 to \$4,999

Christopher & Niki Gerhard
Chad & Kathy Dansie
Todd Ellis
Donald & Kathleen Ganske
Kurt & Susan Nyberg
Quarles Petroleum Inc.
Steve Surber & Gina Sullivan
Cavalier Kitchens and Baths, Inc.
Shane Fletcher
Nathan & Anita Jenkins
John & Robyn Schroth

Linda Strader
Neurologic Associates
Broc & Katherine Johnson
Dave & Elizabeth Spence
Judith Stanton
\$10 to \$999
Valley Health
Tyler & Christy Mistr
Crane's Welding
Robert & Ann Smalley
Robbie Marchant
Barry & Diane Schnoor
Evan & Theda Clark
Ethel D. Doherty

CAPITAL DONORS 2016

\$100,000 to \$150,000

The Cabell Foundation
City of Winchester
James R. Wilkins Charitable Trust

\$25,000 to \$99,000

William & Kathleen Quarles
Thomas & Sharon Byrd
Winchester Radiology Investments, LLC

\$5,000 to \$24,999

National Fruit Product Co / dba White House Products
Jim Kent
Larry & Rossi Selzer
Harry & Dolores Byrd
Jeffrey & Emily Skiles

Dave & Dawn Snow
Phil & Mary Bruce Glaize
Bank of Clarke County
James & Amy Sluss
Union Bank & Trust
Gerald & Kaye DeHaven Smith
Cheryl Greene
\$1,000 to \$4,999
Christopher & Niki Gerhard
Chad & Kathy Dansie
Todd Ellis
Donald & Kathleen Ganske
Kurt & Susan Nyberg
Quarles Petroleum Inc.
Steve Surber & Gina Sullivan
Cavalier Kitchens and Baths, Inc.

Shane Fletcher
Nathan & Anita Jenkins
John & Robyn Schroth
Linda Strader
Neurologic Associates
Broc & Katherine Johnson
Dave & Elizabeth Spence
Judith Stanton

\$10 to \$999

Valley Health
Tyler & Christy Mistr
Crane's Welding
Robert & Ann Smalley
Robbie Marchant
Barry & Diane Schnoor
Evan & Theda Clark
Ethel D. Doherty



ERRATA : 2014 Capital Gift was generously made by Howard, John and David Lewis

FINANCIAL SUMMARY

Since occupying the renovated facility at 19 W. Cork Street, Winchester in May 2014, the Museum has had two subsequent years to solidify and grow its financial base. Much has transpired during this time. Over the past two years, several new and temporary exhibitions offer evolving opportunities to visitors. An explosion of innovative hands-on programming assumes many forms in the guise of special after-hours events, camps, curricula, partnerships, and daily activities. To increase visitor engagement, the museum has added staff and expanded professional development opportunities – both of which add to the museum’s operating expenses. Conversely, capital expenses have decreased with the cessation of the building renovation. The activity in the chart to the right encompasses combined annual and capital budgets for fiscal years 2015 and 2016.

Earned income comprises a vital portion of our nonprofit enterprise. In 2015, earned income (admissions, memberships, instruction, store sales,...) accounted for 76% of operating revenue; in 2016 that revenue totaled 72%. Attendance remained steady at over 71,400 visitors while volunteer hours grew by 25% with over 4,000 hours dedicated in 2016.

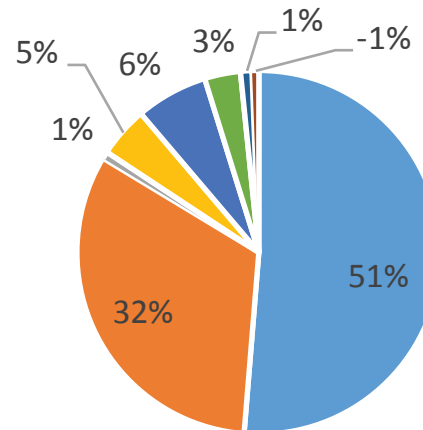
Thanks to the generosity of our community and Gerald and Kaye Smith, the museum’s debt arising from the \$5.3 million capital project is expected to soon be fully settled. Again due to the benevolence of Discovery Museum supporters, an endowment fund and management policies were established in 2015.

Looking forward:

- A special campaign to grow the endowment will kick off in 2018.
- New forms of museum educational outreach will unfold as will specially trained play/ learning facilitators be found on site.
- The museum will continue to pursue a diverse revenue stream, and boasts of a highly competent Board and staff along with dedicated volunteers.
- An economic impact statement designed specifically for the museum will shed new light on the Shenandoah Valley Discovery Museum’s very positive role in the business community.

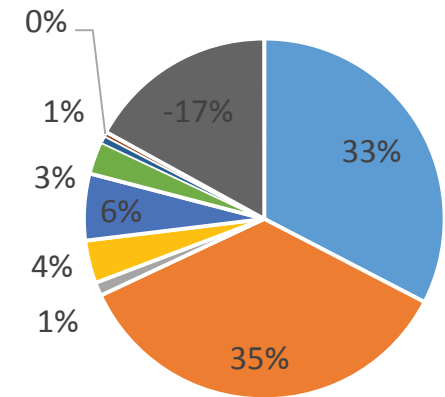
Please contact us for more details, if you wish to delve deeper.

FY2015



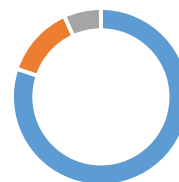
- Contributions
- Admission Fees
- Educational Programs
- Special Events (net of expenses)
- Membership Dues
- Museum Store Sales
- Miscellaneous

FY2016



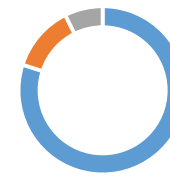
- Contributions
- Admission Fees
- Educational Programs
- Special Events (net of expenses)
- Membership Dues
- Museum Store Sales
- Miscellaneous
- Investment Income
- Allowance for uncollected pledges

FY2015



- Program Services
- Management & General
- Fundraising

FY2016



- Program Services
- Management & General
- Fundraising

EDUCATIONAL IMPACT

The Shenandoah Valley Discovery Museum has been an advocate for hands-on educational opportunities. The museum places a special emphasis on SOL reinforcement through powerful learning experiences, STEAM (science, technology, engineering, art, and math) activities, and a passion for reaching youth from all backgrounds and abilities.

ITTY BITTY MORNINGS

MAKER FRIDAYS

SCIENCE CART DEMOS

ARTISAN-IN-RESIDENCE

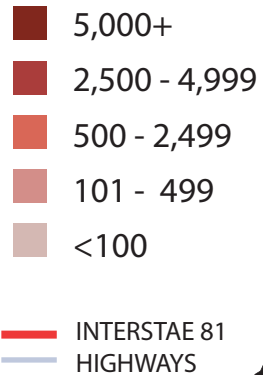
ART IN LEO'S CORNER



THE EUREKA MOMENT!
KIDS AT THE DISCOVERY MUSEUM
EXPERIENCE THE POWER OF PLAY FIRST-HAND.

PHOTOS TAKEN AND SHARED BY OUR GUESTS.

VISITOR INFORMATION



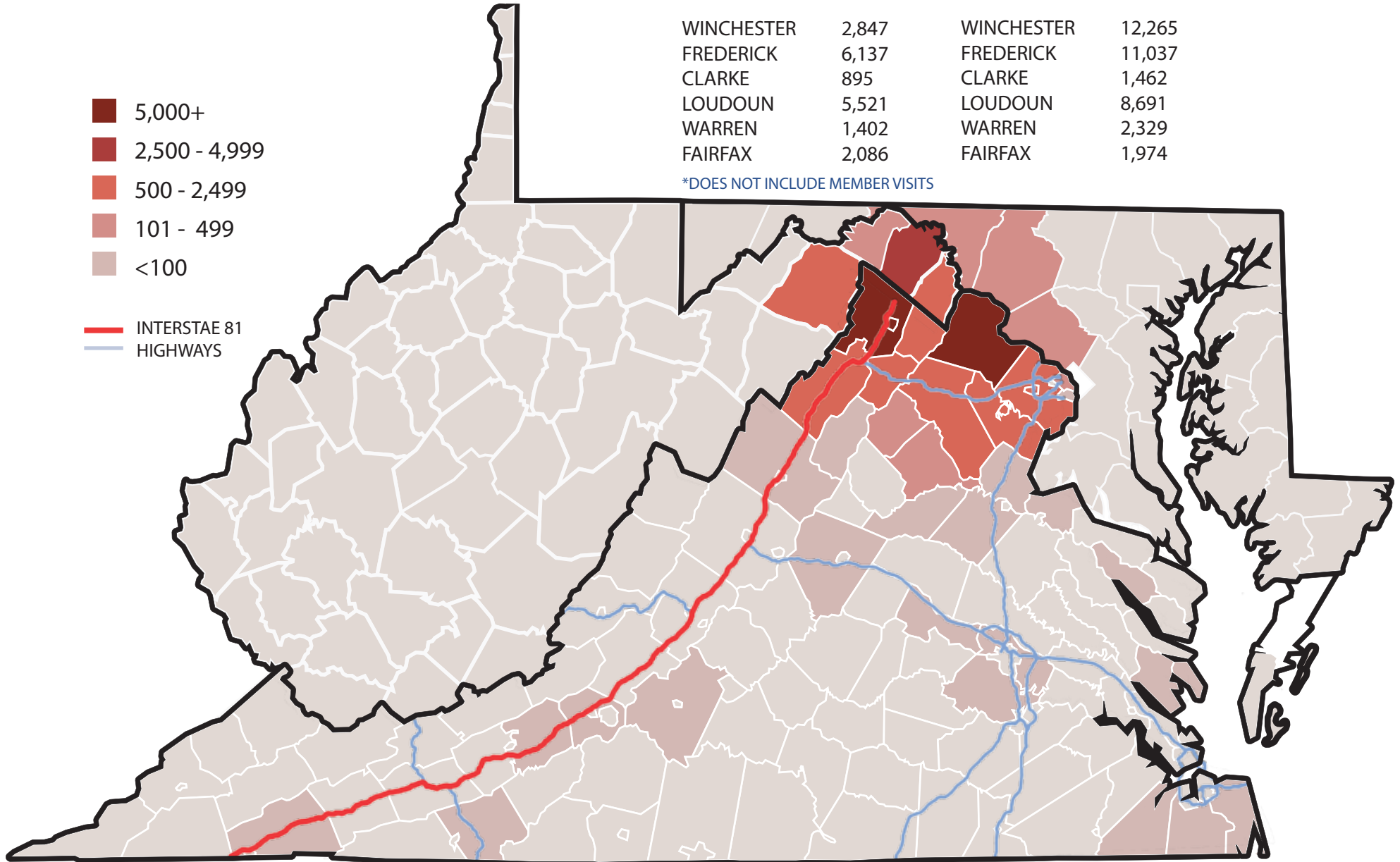
2015*

WINCHESTER	2,847
FREDERICK	6,137
CLARKE	895
LOUDOUN	5,521
WARREN	1,402
FAIRFAX	2,086

2016

WINCHESTER	12,265
FREDERICK	11,037
CLARKE	1,462
LOUDOUN	8,691
WARREN	2,329
FAIRFAX	1,974

*DOES NOT INCLUDE MEMBER VISITS



ANNUAL DONORS

Wild Child Circle: \$20,000 +
Gerald and Kaye DeHaven Smith

Imaginative Circle: \$10,000 to \$19,999
Phil and Mary Bruce Glaize

Revel Circle: \$5,000 to \$9,999
Bill and Kathy Weiss, Ronnie and Marty Weiss,
Hope, Tom and Lisa Weiss Murphy,
David & Anne Weiss

Cavort Circle: \$2,500 to \$4,999
Larry and Rossi Selzer
Polly Crawford
Mr. and Mrs. Mike Wilkerson
Steve Surber and Gina Sullivan

Fun-Loving Circle: \$1,000 to \$2,499
R. William Bayliss
Andrew and Barbara Ferrari
Steven and Neile Martin
Thomas and Mary Margaret Wise
Elizabeth Savage
Mark Lawson
Toni Crane
Ellen Morgan
Natalia Ossinova
William Bozman
Peter Bullough
Jeff and Mariecken Fowler
Nathan and Anita Jenkins
Judy Landes
Gary and Dawn Nichols
Robert and Bessie Solenberger
Rick and Mary J. Till

Play Circle: \$500 to \$999
Daniel and Carla Reese
Richard and Beth Sears
Nelson and Katherine Gustin
Old Dominion Insurance and Investments
Rex Wakeman
Scott and Margaret Arthur
Patrick and Diane Sullivan
Bunny K. and Ilona Benham
Dorothy Ballard
David and Susanne Blount
William H. and Jean Clement
Emmart Oil
Michael and Heather Enloe
Nicholas Gemma
Carl and June Hess
Joseph and Ginny Kalbach
James and Catherine Kelley
Jim Kent
William Pasnau
James Riley and Mary Scully
James and Amy Sluss
United Capital Financial
James and Jane Vickers
Patrick L. Wagner
Kathy Wetsel

First Circle: up to \$499
Carol F. Melby
Robert and Lisa Limoges
Mark and Susan Galbraith
Arthur and Diane Kearns
George and Mancie Ohrstrom

Lynn and Mary Tedrow
John and Shannon Callaghan
Brian and Cindy Davet
Matthew and Christy Landers
Rick Lilly and Hannah Garrity
Shirley Louthan
T'ai Roulston and Andrea Boright
Linda Strader
Adam and Erika Zambanini
Jimmy Stewart and Karen Huff
Julia Connell
Jim Emmart
Steve Martinson
Mark Schroeder
Erik and Jennifer Beatley
Susan Arthur
Charles L. and Massie Burns
Robert and Susan Claytor
Tammy Gigler



ANNUAL DONORS

John and Jane Capehart
Thomas and Mary Gardner
Ricky and Cheryl Gearhart
Gordon and Maggie Gray
Charles and Kathleen Greenough
Janet Hadley
Geoff and Sarah Hardy
Talon and Lisa Haynie
Josh Mummer
Alan and Jana Hyatt
Daniel and Melissa Jennings
Dan Kelly
Douglas and Michelle Kelly
David Knibbs
Kurt and Porter Kobernik
Ed and Niki Kofsky
Jeffrey and Aurora Layman

Karl Littman
Peter and Catherine Mattens
Katherine McHale
Greg Meyer and Cindy Knotts
Gary Lofton
Ben and Debra Miles
Brandon and Britt Miller
Craig and Deva Millward
Randy and Brooke Moulton
Alice Murray
Sean and Jeannette Neal
Brian and Nicole Nicklow
Sarah Polk
Mr. and Mrs. Charles Rogers
Colvin Ryan
Scott and Katie Schellhammer
Karl and Amy Schumann

Noreen Settipani
Dave and Linda Smith
Mary and Kim Smith
Kevin and Sonja Sneddon
Eric and Jaime Starley
Chuck Swartz and Beth Reader
Thomas and Lori Ann Terjesen
Carl and Katherine Thomas
Dean and Faye Thompson
James and Katie Tolson
Jason and Nicole Tresidder
David and Elizabeth Wallace
William and Katy Wiley
Tammy Woodruff
Beverly Zielske
Christopher Zimmerman and
Jeva Jokubaviciute
Claudia Martin
Stuart and Judy Wolk
Michael and Jill Allen
Darwin Anderson
Michael and Susan Asmussen
David Blount
Glen and Julia Boudier
Phil and Kendra Brewer
Mary Broy
Jason and Angela Craig
Marc and Rebekah Desmarais
John and Robin Dorsey
Lisa Dorsey
James and Margaret Douglas
Bob and Laura Friedman
Jay and Harriett Hanke
Thomas and Betty Lou Hatfield

Fred Glaize
Ty and Wendy Headley
James and Susan Holland
Stephanie Lessard-Pilon
Joe Lizer
Jack and Carol MacDonald
Russell McKelway and Laura Dabinett
Cheryl Reames
Jay and Linda Russell
Joseph Schmitt and Andrea Neumeier
Norman and Patsy Smith
Don Stewart
Guna Subedi and Judy Fredericksen
James and Melissa Youngblood
Steve and Judy Zuckerman
Eugenia Anderson
Kathy Barr
Emad Botros and Maureen Crowley
Bill and Cathy Brink
Tom and Elaine Brooks
Michael and Kaili Brunda
Jon and Christina Burge
Belinda Burwell
Heather and K. C. Cammer
Rachel Carlson
Lacy Chipman
Bryan and Jennifer Currie
Jay and Melissa Dabas
Bogdan Viviana Daraban
Alison Deluca
Frank Diaz and Mollie Sandidge
John and Michelle Doepper
Caroline Flintoft
John Fontaine and Reidy Brown



ANNUAL DONORS

Charles and Linda Heath
William and Mary Huehn
George Kirkpatrick
James Klenkar and Belinda Burwell
Robert and Jackie Koirtyohann
Barbara Laidlaw
Susan C. Lee
Robert and Ann Lesman
Diane Meyers
Eleanor Monahan
Simon Newlin
Chris Owens
Ed and Libba Pendleton
Wilborn and Martha Roberson
Sean Rogers and Laureen Manning-Rogers
Linda Russell
Robert Smalley
Mark and Rona Smith
Patrick Sullivan

Robert and Sandi Thomasson
David and Carol Wimberley
Dixon D. Whitworth
Mark and Ellen Zimmerman
Kevin and Kelly Wolfe
Richard and Meifien Garnes
Charles and Norma Hough
Kenneth McNair
Mary Braun
Michael Allen
Chad Ballard
Page Boxwell
Glenn Burdick
Randy Bryant and Nancy Keller
Diane Collis
Molly Connor
Allison Crandall
John and Pia Crandell
Ellen Crim

Matt and Anna Cumbow
Daisy Fudjishiro
Paul and Susan Gerometta
Reginald and Pamela Hoelen
Dave and Kathy Holliday
Dennis and Annette Horton
John Lamanna
Janice Lawther
David and Brenda Logie
Scott and Susan Marsh
Michelle McLeskey
Larry and Liz Pullen
Riekse Judith
Aurelia Servin
Sidney Sethman
Jeff and Maran Spray
Marvin Swaner and Tiffany Dill
Rupert Werner
Robert and Liana Whelan

George and Frances White
Barry and Diane Schnorr
Judith Anderson
Frances White
Jeff Barbour
Don Black
Jenny Callis
Evan and Theda Clark
Susan Cote
John Milleson
Mark and Sarana Donaldson
Chris and Patti Rucker
Ethel D. Doherty and Theresa West
John Lonsiak
Gary Moore
Dorothy Nicholas
Abigail Gomez





COMMUNITY IMPACT

Although itself a nonprofit, the museum gives back to the community in the form of free admissions, discounted programs, pro bono memberships and camps. In sum, in 2016 alone the Discovery Museum estimates that it made an in-kind charitable contribution of over \$57,000 back to the communities who so generously make this nonprofit museum enterprise possible.



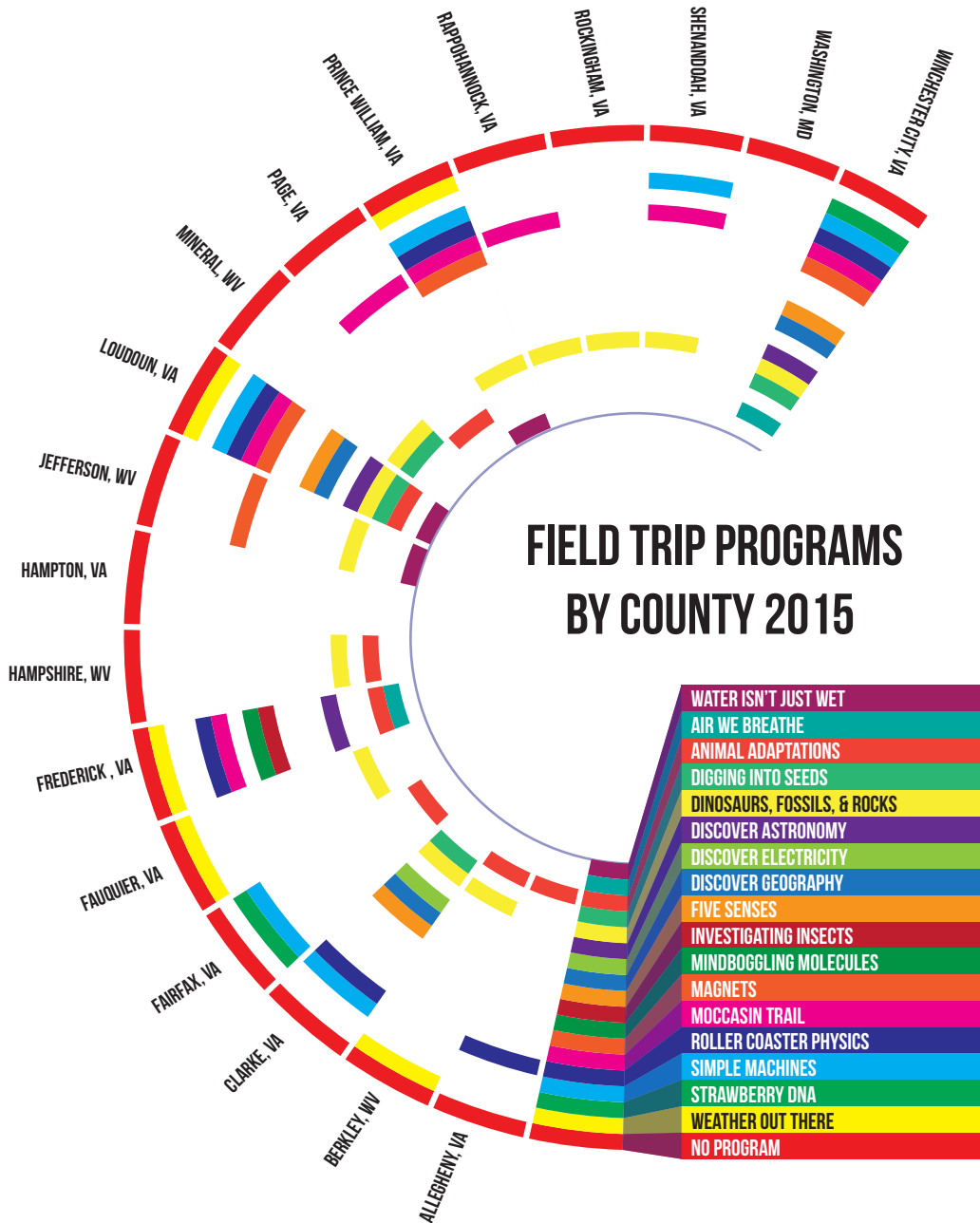
The Discovery Museum's ability to extend such a range of philanthropic service is no easy task. Scant resources are shared and employees devote long hours along with their talents to the community. In essence, our philanthropy not only challenges us, but it also defines us.

MORE THAN MEMORIZATION.

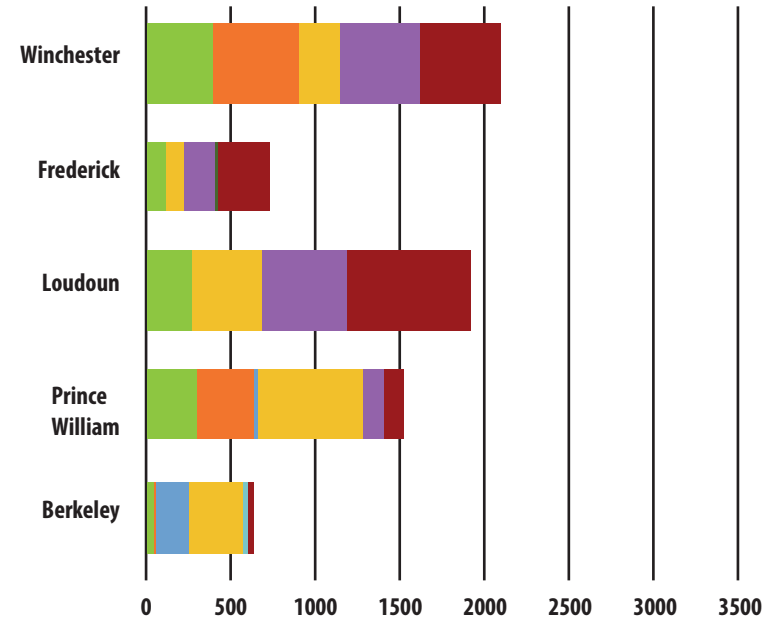
EVERYONE KNOWS OUR PROGRAMMING IS CRAFTED TO MEET HIGH EDUCATIONAL STANDARDS, BUT THE REAL SECRET TO ENGAGE OUR STUDENTS IS TO MAKE EACH LESSON FUN!



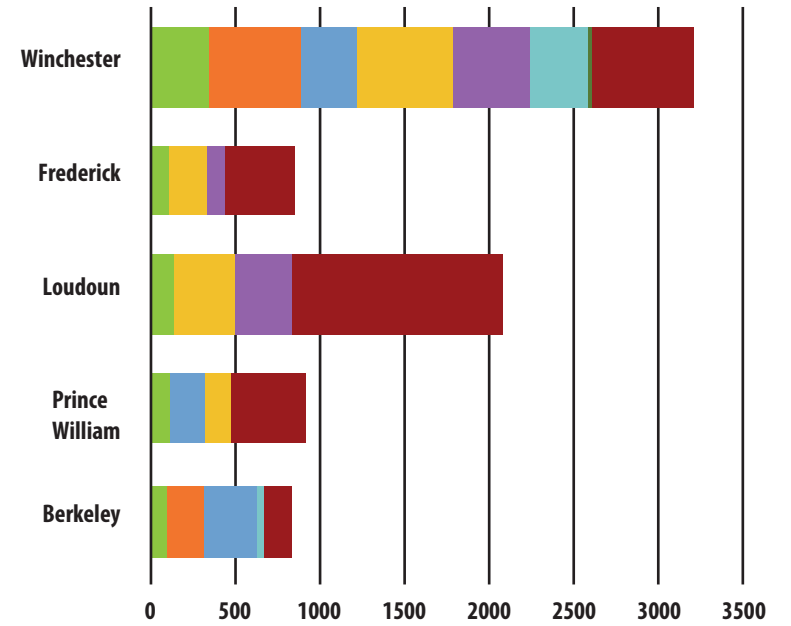
FIELD TRIP INFOGRAPHICS



2015 Field Trips By Grade Level



2016 Field Trips By Grade Level



■ Pre-K
 ■ K
 ■ First
 ■ Second
 ■ Third
 ■ Fourth
 ■ Fifth
 ■ *Other
 * Includes multi-grade field trips (homeschool, church groups, summer camps, etc...)

CHILDREN'S SCHOLARSHIP FUND

This fund was established in 2014 to help underwrite costs for Title 1 school visits, museum memberships, reduced admissions, programs, camps, and services provided by the Discovery Museum for populations with special needs and/or limited funds.

Marie E. Acosta
 Nate & Liza Adams
 Adrian and Vondy PLC
 American Woodmark
 Bunny & Ilona Benham
 Chris Collins
 Michael A. Castillon
 Mark & Sarana Donaldson
 Bruce & Donna Downing
 The 1st and 3rd Thursday Bridge Club
 James A. Drown
 Russell A. Fowler
 Phil & Mary Bruce Glaize
 Carl & June Hess
 Donald & Janet Hess
 Karen Huff & Jimmy Stewart
 Kiwanis Club of Winchester
 John F. Oneill
 Jason E. Ransom
 Judith Riekse
 Clinton R. Ritter
 Jonathan L. Silvester
 Ross P. Spicer
 Mark E. Stivers
 Marilyn S. Stryker
 Douglas & Jean Toan

Wells Fargo Bank, N.A.
 William C. Olien Law PLLC
 Anne M. Williams
 Woltz Winchester Foundation
 Gregory W. Bowman & Jane V. Dickens-Bowman
 Unitarian Universalist Church of the Shenandoah Valley
 United Way of the Northern Shenandoah Valley



FOUNDATIONS

AFP Tri-State Chapter
 American Woodmark Foundation
 The Cabell Foundation
 The Community Foundation of Harrisonburg and Rockingham County
 The Andrew U. Ferrari Foundation
 Frey Foundation
 The Graham Family Foundation
 T.J. Guarriello Junior Family Foundation
 Lord Fairfax Association for the Education of Young Children
 Marion Park Lewis Foundation
 Newton B. Shingleton Trust
 United Way of the Northern Shenandoah Valley
 Wells Fargo Foundation
 Clara Weiss Fund
 Winchester-Clarke Garden Club
 Windcrest Foundation
 Woltz Winchester Foundation



FUNDRAISING EVENTS

The Shenandoah Valley Discovery Museum is extremely grateful for the support from our community, volunteers, and local businesses. Each dollar raised helps to provide top-notch programming and exhibitions to children and that reinforces curricula taught in schools, resulting in the creation of life-long learners. As a recent nine-year old visitor stated, "this is the best day ever. I learned more in a day than I usually learn in a week!"

DISCOVERY MUSEUM CARNIVAL 2015

DISCOVERY MUSEUM CARNIVAL 2016:
THROUGH THE LOOKING GLASS

20TH ANNIVERSARY CELEBRATION



FROM A CHILD'S PERSPECTIVE!

DONORS, COMMUNITY MEMBERS, AND VOLUNTEERS EXPERIENCE THE FUN CHILDREN HAVE WHEN VISITING THE MUSEUM, BY TAKING PART IN OUR FUNDRAISER GAMES AND ACTIVITIES

CARNIVAL DONORS 2015

Showstopper \$5,000+

Spahr Metric
Valley Proteins
Floor Level \$2,500 +
Nerangis Corporation
Sideshow \$1,000 +
Board of Directors
Annandale Millwork Corporation
BB&T
Cavalier Logistics
HFI Wealth Management
Rosslyn S. Selzer, LLC
Super Splasher Aquatics
United Bank
Valley Health
Winchester Equipment Company
Dennis and Kay Wise

Fun & Games \$500 +

Summit Bank
Rex L. Wakeman
Allen Properties Inc.
Atlas Pacific Engineering Company
Body Renew
Simple and Trendy
Bruce and Carol Flax
Kurt and Susan Nyberg
Mike and Jenn Watts
Paul Lambert & Anita Minghini
Perry Engineering Company
Buchbauer & McGuire, PC
Quality Auto Parts
Shyama and Scott Rosenfeld
The Locke Store

The Winchester Group
Toray Plastics
Violino Restaurante Italiano LTD
William and Marion McHugh
Friend of Museum \$250 +
Rappahannock Electric Coop
Stephen and Bonnie Flax
Howard Shockey & Sons, Inc
Adams Nelson Management
American Woodmark
Ledo Pizza & Pasta of Winchester
Michael Callahan & Associates
1st Preferred Technologies

CARNIVAL DONORS 2016

Floor Level \$2,500 +

Cavalier Logistics
Valley Proteins
Valley Health
Sideshow \$1,000 +
Rosslyn S. Selzer, LLC
United Bank
Super Splasher Aquatics
Sphar Metric
NAEF
Kay and Dennis Wise
Annandale Millwork Corporation
Trex
Adam-Nelson & Associates
Your Healthy Side
Ronald McDonald Corporation
Toray Plastics

Fun & Games \$500 +

Mike and Heather Enloe
Nathan and Anita Jenkins
Dr. and Mrs. Stephen Flax
The Winchester Group
Reader and Swartz Architects
Don Beyer Volvo
Summit Bank
Shenandoah Climate Action
Integrity Home Mortgage Corporation
Direct Title Solutions
Atlas Pacific Engineering Co.
Glaize Developments
Carol and Bruce Flax
Grafton Integrated Health Network
Bill and Midge McHugh
Violino Restaurante Italiano
Friend of the Museum \$100 +
Quality Auto Parts
Wilson's Asphalt Maintenance
MidAtlantic Farm Credit
John Hardesty
Vintage Renovation, Inc
Kathy and Nick Smart
OakCrest Companies
Stuart Wolk OakCrest Realty
Jason Craig
Christopher Molden
American Woodmark
Lisa Behr, OakCrest Realty
Bryan Stutzman
Parsons Kia



CORPORATE DONORS 2015 CORPORATE DONORS 2016

Cavort Circle \$2,500 +
Winchester Casket Company

Fun-Loving Circle \$1,000 +

Alamo Drafthouse
Navy Federal Credit Union
Toan and Associates

Play Circle \$500 +
The Winchester Group

BB&T
CS Jennings Construction, Inc.

OakCrest Companies

First Circle \$100+

My Potential at Home

Revel \$5,000+

First Bank

Cavort \$2,500 +

Winc FM

Winchester Casket Company

O'Sullivan Films

Shenandoah Smiles

Navy Federal Credit Union

Don Beyer Volvo

Fun Loving \$1,000 +

United Capital

ALC Recycling LLC

Play \$500 +

BK Connected Solutions

Salesforce.com

Partlow Insurance

CS Jennings Construction

Route 37 Self Storage

First Up to \$499

The Shockey Companies

Chameleon John

Travel Ticker

Bath Fitter

TOBI

Emmart Oil

Discounttrue

Hideaway Café

Marsh & Legge Land Surveyor

Bank of Clarke County

Fun & Games \$500 +

Mike and Heather Enloe

Nathan and Anita Jenkins

Dr. and Mrs. Stephen Flax

The Winchester Group

Reader and Swartz Architects

Don Beyer Volvo

Summit Bank

Shenandoah Climate Action

Integrity Home Mortgage Corporation

Direct Title Solutions

Atlas Pacific Engineering Co.

Glaize Developments

Carol and Bruce Flax

Grafton Integrated Health Network

Bill and Midge McHugh

Violino Restaurante Italiano

Friend of the Museum \$100 +

Quality Auto Parts

Wilson's Asphalt Maintenance

MidAtlantic Farm Credit

John Hardesty

Vintage Renovation, Inc

Kathy and Nick Smart

OakCrest Companies

Stuart Wolk OakCrest Realty

Jason Craig

Christopher Molden

American Woodmark

Lisa Behr, OakCrest Realty

Bryan Stutzman

Parsons Kia

ENDOWMENT

To secure a stable foundation with the capacity for ever-evolving learning opportunities, an endowment campaign will be launched in 2018.



Gerald & Kaye DeHaven Smith

Larry & Rossi Selzer

Steve Surber & Gina Sullivan

Jim Kent

Jeff & Mariecken Fowler

Phil and Mary Bruce Glaize

Jason & Angela Craig

IN-KIND DONORS

50/50 Tap House
Adams-Nelson & Associates
Alamo Drafthouse
American Woodmark
Andrew Lam
Angie Lineweaver
Anita Jenkins
Bake
Baltimore Aquarium
Barrel Oak Vineyard
Berryville Massage
Better Beer Store
BK Office supply
B-K Security
Blu Event Rental
Blue Ridge Choristers
Bogati Bodega
Bonnie Blue Dinner
Bonnie Flax
Books a Million
Book Gallery
Brewbaker
Bright Box
Brown, Edwards & Company
Buffalo Wild Wings Winchester
Café Del Sol
Caljack
Carolyn Wolfe
Carrabba's Grill
Chantal Powell
Chef Will from eM
Chick Fil A
China Town
Chop Stick

Chris Rathel (Ultimate Automotive)
Chris Rucker (Valley Health)
Chris Wynkoop
City Bank
Country Inn & Suites
Crown Trophy
Dazzling Divas
Dee Clingan
Diane & Barry Schnoor
Discovery Museum
Don Beyer Volvo
Dream Beauty Studio
Dr. McCorkle's Dental Office
D'Vine Wine Store
El Centro

Elizabeth Savage
Enid McConnell
Escutcheon Brewery
Espresso Bar & Café
Fireworks Pizza & Tuscarora Mill
First Night Winchester
Frozen with Ella and Miranda Schnoor
Full Frame Photography
George Washington Hotel
Gerry Kieffer
Glaize Developments, Inc.
Glenda Mikulak
Go Blueridge Travel
Gonfiare Lounger/Jaydees
Great Country Farm
Greg Crawford

Hand & Stone Massage & Spa
HandWorks Gallery
Handy Mart
Heaven Salon Gift Cert.
Her, Him and He
HFI Wealth Management
Hit like a girl
Italian Touch
Jack Knuckle Gourmet
James Charles Winery
James Wood High School Band
Jay Dees Family Fun
Kara and the Wayfarers
Karen Frazier
Kathy Dansie
Kim Johnston
Kimberly's
Koop Art
Landsdowne Resort and Golf
Ledo Pizza & Pasta Winchester
Lia Mendez
Linda Jean Ammirati
Liz Dunning
Luray Cavern
Mark & Ellen Zimmerman
Marker Miller
Massanutten
McDonald's
Melt Gourmet Burger
MMA Institute
Bill & Glenn's
Mike Guevremont
MomentS by Misty Photography



IN-KIND 2015 AND 2016

Murphy Beverage
Muse Vineyard
Museum of the Shenandoah Valley
Nate Adams
Nathan Webb
Nick and Kathy Nerangis
Northern Community Services
Nourish
Painter & Lewis
Paul Smartwood
Pebble in a Pond
Phil Glaize & Mary Bruce Glaize
Pilates Connection LLC
Polka Dot Pot
Press Start Video Games
Rachel Hayton
RC Cola of Winchester
Red Fox Creamery
Remember Yourself Massage
Ridgerunner Container
Riley Capital Management
Rock Harbour Golf Course
Roma Old Town pizzeria
Rossi Selzer
Rugs Direct
Sacred Celebration
Sakura Tatoo
Salamander Resort & Spa
Sally Anderson
Sante, Wine, Beer and Gifts
Saumaj Health Spa
Scarpa Alta
Shawna Gallagher

Shawnee Springs Market
Shenandoah University Baseball Team
Shenandoah University Business Students
Shenandoah University Conservatory Arts Academy (SCAA)
Shenandoah University Nursing and Dental Students
Shine Yoga
SL Hunter Photography
Steamy's Cafe
Strosnyder
Super Splasher Aquatics
Susan Point
Sweet Nola's
Tech Team Solutions
Terrence: Someone to Ride the River With
Thai Winchester Restaurant
The Book Gallery
The Dessert Bar
The Family Drive In
The Gray Gallery
Three Fox Vineyard
Tinkergarten
Tin Top
Top of Virginia Chorale
Top of Virginia Regional Chamber Young Professional
Transition Triathlon
Trout Unlimited
Tuscarora Mill
Union Jack
Valerie Hill Vineyard
Valley Accessory Center
Valley Health and Wellness
Veramar Vineyard
Village Market Bistro

Violino's Italiano Restaurante
Virginia Farm Market
Waba Fun
Walmart of Winchester
Westminster Canterbury
Wilkins' Shoe Center
Winchester Aquarium
Winchester Ballroom
Winchester Brew Works
Winchester-Clarke Garden Club
Winchester Country Club
Winchester Foodie
Winchester Little Theater
Winchester Printers
Wok Zone
World of Belly Dance
WP Signs and Designs
Your Act Theatrical



VOLUNTEERS

Adults:

Aarika Farris
Adam Seegert
Addison Peacock
Aida Dean
Akila Scott
Alexandra Fleshman
Alex Boyd
Alison Bingham
Allison Kleffman
Amanda Brumbough
Amy Reynolds
Amy Smith
Andrea Lieva Ordonez
Andrea Ross
Andrew Lam
Anita Jenkins
Anthony Archetti
April Aikens
Arissa Foreman
Ashley Creek
Ashley Ness
Avery Anderson
Ayako Armel
Bailey Baker
Barry Deuel
Becki Oliver
Brian Boore
Brigitte Bitanger
Bryan Laird
Cameron Anderson
Carolyn Lyndsey
Carrie Decker
Cj Morton

Charlie Streisel
Chantal Powell
Chantel Carter
Cheryl Reames
Chris Rathel
Chris Rucker
Christie Shaw
Clarke Grimmett
Cody Dean
Connie Yang
Cory Bly
Curtis Kenski
Darla Guevremont
David Carter
Dave Guzman
David Kelly

Dee Clingan
Denise Shideler
Diane Jackson Schnorr
Diane Reiman
Doris McMillan
Doug Grove
Duff Raymond Bloomingdale
Ed Jackson
Elise Stine-Dolar
Elizabeth Minor
Emily Stowers
Erin Puskar
Gerald Dephillips
Gina Sullivan
Grace Gioglio
Grant Thompson

GHannah Curtis
Harley Ryan
Hong-Anh Tran
Hunter Blackford
Ilana Rozin
Jackie Edwards
Jake Leclerc
James Printz
Jamie Lerner
Jason Aikens
Jason Alvarez
Jason Beck
Jennifer Coleman
Joanne Clark Ruscella
Joanna Wicker
Joan Dowell
Joel Ramos
John David Smith
June Hess
Karen McKenzie
Kate Broderick
Kathy Rosa
Katie Miller
Katie Sunde
Keith Dowell
Kelly Grove
Kelsey Bergeron
Kerry Butler
Kimberly Drunagel
Kristin Vetter
Lacy Surber
Lenny Milholland
Larry Selzer
Laurie Orr



VOLUNTEERS

Lia Mendez
Linda Challinor
Lisa Pluska
Loreli Driebelis
Loretta Metcalf
Luke Nussman
Lydia Bracken
Lyndsey Swam
Marissa Mattingly
Mark Lawson
Marla Kennedy
Martha Shickle
Mary Braun
Mary Bruce Glaize
Matt Burns
Megan Shickle Wise
Meg Willimont
Meredith Shoup
Michael Bean
Michael Robst
Michael Semeniuk
Michael White
Mike Fickbohm
Mike Guevremont
Misty Moore
Molly Connor
Morgan Lingo
Nan Bryant
Natalie Gerometta
Nathan Jenkins
Nathan Webb
Navy Federal Credit Union
Neil Dutton
Nic Bongia

Nic Coleman
Nicole Culbreth
Noelle Callas
Pam Lam
Patricia Castelhana
Patti Rucker
Paul Limoges
Penny Torian
Rachna Agarwal
Rebecca Dorr
Rebekah Higdan
Richard Kennedy
Rick Mabe
Robbie Marcelle
Rob Carroll
Ronald McDonald

Rossi Selzer
Ryan Hall
Ryan Heath
Saba Khan
Saleh Nasser Atthunayyan
Samantha Pyne
Sandra Himelright
Sara Archetti
Sarah Printz
Seth Comer
Skip Duncan
Shenandoah University Baseball Team
Spencer Gee
Stefan Kresslein
Summer Beck
Susan Kelly

Susan Nyberg
SVDM Board of Directors
SVDM Teacher Vanguard
Tammie Limoges
Tara Shifflett
Tech Team Solutions
Terie Shelton
Tess Jane
Thomas Mutter
Tierney Miller
Travis Croson
Todd Drunagel
Ty Pavlock
Ursula Bean
Winchester-Clarke Garden Club

Youth:

Abby Major
Abigail Taylor
Aiden Grassmuck
Alexis Shockey
Allie Jones
Allison Jones
Amanda Kesler
Amber Derosier
Anabelle Ortiz
Anna-Claire Hart
Anna Lowell
Anne Restrepo
Annika Ponceroff
Ashley Kennedy
Benjamin Kenney
Benjamin Limoges
Bethany Hagenbuch
Brideida Sanchez Lopez



VOLUNTEERS

Caroline Brown
Chierren Dennon
Clarke County Jazz Band
Cody Clark
Colleen Salvatore
Cooper Beall
Danielle Tanger
Desi Morefield
Devin Maldonado
Elizabeth Mabe
Ella Swartz
Eleanor Armel
Eleanor Welch
Ella Schnoor
Emerick Ponceroff
Emily Hernandez-Ventura
Emma Pratt
Emma Rush
Emily Science
Friend Rogers
Gabriela Frison
Grace Brumbaugh
Handley High School K Club
Hope Hawthorne
Hope Jacobson
Hunter Bruhn
James Armel
James Mabe
James Wilkins
James Wood High School DECA Club
James Wood High School K Club
Jessica Hogle
Joyce Fuentes-Linares
Julia Brink
Kaitlyn Lewis

Kate Dudley
Katheryn Limoges
Katia Guerrero
Katie Sommerfield
Katie Wright
Kealeigh Eckman
Kelly Boppe
Kennedi Limoges
Kevin Cruz-Montano
Kyana Tyler
Kylee Kennerly
Lauren Ingram
Lauren Patrick
Leah Newcome
Leydy Ayala Arteaga
Mackenzie English
Mackenzie Yates
Madalyn Welch
Maddie Arkfeld
Maddie Yates
Madeline
Madelyn Quinnelly
Maeraal Shah Khan
Maggie Wise
Marisa Gallagher
Michael Roberson
Michaela Blankenship
Miranda Schnorr
Nadine Johnson-Hamm
Nate Stolfus
Neysha Washington
Nicholas Kesler
Payton Lauzonis
Quincy Morefield
Rikesh Subedi

Sam Wise
Sara Hernandez
Sarah Dalton
Sarah Moulden
Sarah Roberson
Shane Schwasta
Shenandoah Conservatory
Arts Academy Dance Ensemble
Suzanne Downey
SVDM Youth Advisory Council
Sydney Hunter
Sydney Place
Thomas Park (Tre)
Tyson Francis
Winchester Little Theatre
Yara Hall
Yolima DeLeon
Zachary Mckannan
Zarak Shah Khan



Dena Kent Memorial Service Award
Ashley Creek, 2015



BOARD OF DIRECTORS

Executive Committee

Chair

Phil Glaize (2009-2016)

Neile Grady Martin (2016-present)

Secretary

Andrea Boright (2010 -2015)

Heather Enloe (2016-present)

Treasurer

Margaret Arthur

Board Directors

Chantal Aeschbach Powell

Jason Craig

Marc Desmarais

Todd Ellis

Jeff Fowler

Tamara Green

Sandra Himelright

Karen Huff

Anita Jenkins

Peter Leimgruber

Stephanie Lessard-Pilon

Chris Rucker

Elizabeth Savage

Rossi Selzer

Amy Sluss

Gina Sullivan

Rick Till

Stuart Wolk

Trustees Emeriti

Gerald Smith

Mary Bruce Glaize

Philip Glaize

Executive Director

Mary Braun

Marketing Committee:

Amy Sluss (Chair, 2014-2016)

Lacy Surber (Chair, 2016 – present)

Marc DesMarais (Board Liaison)

Oz Abbey

Stacie Haaga

Ryan Hall

Erica Zambanini

Advancement Committee:

Todd Ellis (Chair, 2015)

Rossi Selzer (Chair, 2016-present)

Chantal Aeschbach-Powell

Heather Enloe

Phil Glaize

Mike Guevremont

Jim Kent

Paul Limoges

Governance Committee:

Gina Sullivan (Chair)

Phil Glaize

Neile Martin

Finance Committee:

Margaret Arthur (Chair)

Chantal Aeschbach-Powell

Jason Craig

Paul Limoges

J.J. Smith

Exhibits and Programs Committee:

Jeff Fowler (Chair, 2012-2015)

Anita Jenkins (Chair, 2015-2016)

Daryl Bell

Nick Bongio

Andrea Boright

Jen Coleman

Sandra Himelright

Karen Huff

Mark Lawson

Peter Leimgruber

Rick Mabe

Stephanie Lessard-Pilon

Diane Jackson Schnoor

Gina Sullivan

Human Resources:

Neile Martin (Chair. 2010 -2016)

Rick Till (Chair, 2016-present)

Andrea Boright

Jeff Fowler

Karen Huff

Gina Sullivan

Facilities and Risk

Management Committee:

Jim Kent (Chair, 2014-2016)

Elizabeth Savage (Chair, 2016-present)

Marc DesMarais

Pam Lam

Mark Lawson

Tom McCubbin

Rick Mabe

Kathy Rosa



STRATEGIC PLAN

Building on our Core



Over the next 3 years, SVDM will provide exceptional, hands-on learning experiences to children and families across the Shenandoah Valley. We will continue to develop and present an exciting mix of exhibits, programs, and events to delight and inspire our audiences. We will do this all with an emphasis on operational excellence, a commitment to living our values, and in a style that is compelling to partners, employees, and the community as a whole.

Strategic Priorities

Cultivate Financial Sustainability

Renew and Extend Donor Base

Develop 'buy-in' from Business Community

Involve BoD to become a force multiplier

Grow the Endowment

Talent Management

Develop a robust volunteer program

Become an Employer of Choice

Obtain accreditation from the American Alliance of Museums

Develop Dynamic Exhibits & Programs

Establish a strong core foundation for exhibits and programs

Create wonder by nurturing an environment that provides excellent visitor experience

Ensure programs and exhibits advance aspirational, experiential content to promote learning

Marketing & Communications

Develop consistency across all organizational touchpoints

Invest in digital media

Measuring for success

Define customer experience Journey

Facilities & Museum Operations

Ensure well-coordinated and flexible operations

Keep visitors safe and provide a successful experience

Ensure facility cleanliness and appearance

Outcomes



Mission

Inspire curiosity through engaging in creative play and hands-on learning.



Vision

To become an extraordinary place where lives are transformed through play.



EXECUTIVE DIRECTOR'S REPORT

Priming the Museum for growth that is responsive to our community's evolving needs depends on our staff's continuous learning. In 2016, seven Museum employees attended the national conference of the American Alliance of Museums in Washington, DC. More recently, one of our professional educators attended the annual Value of Play conference in Clemson, South Carolina and another attended the Association of Children's Museum's 2017 session entitled "Fun is Serious Business." Fun is certainly serious business at the Shenandoah Valley Discovery Museum! These rich learning opportunities for our staff in turn fuel fresh approaches and insights into the creative role of play in education at the Museum. After all, Einstein considered play to be the highest form of research.

Through our evolving programming and exhibitions, we strive to kindle curiosity and dynamic learning. New offerings at the Museum continue to unfold. In 2016, poison dart frogs (deprived of their toxicity as they rely on a Virginia diet), were introduced to enhance the Museum's animal adaptations curricula. The installation of a plasma sphere illustrates the 4th state of matter – and its receptivity to human electrical impulses.

The year opened with an intriguing cross-generational exhibition on illusions in the Valley Protein rotating exhibition space. The fascinating honey bees arrived in the spring of 2017 reminding and teaching us of the critical role of pollinators. By the close of 2017, the Smithsonian Institute will lend its traveling exhibition entitled, "Water Ways," to complement and build upon the Museum's present "Potomac River Watershed" exhibition. A large array of environmental partners is helping to expand their educational offerings.

In keeping with the progressive nature of learning itself, new programs at the Museum include a new app for visitors, novel summer camps, and a more personalized framework for memberships. Watch for a newly designed website accompanied by a fresh look to our newsletter. Another glimpse into the future includes specialized artifacts and activities to be released via Museum-in-a-Box. Just as this initiative expands learning beyond the Museum's four walls, it also takes learning beyond the classroom setting and makes it accessible to a wider geographic region with some areas thwarted by restricted bus funds.

Watch for the Sunset Series to commence in June with wine, beer and conviviality along with music on the garden roof top. Join us! These first three years in our award-winning building are just the beginning for an exciting string of new ventures. Please share your ideas with us for creative new initiatives as the Museum continues to evolve and serve its community.



MARY BRAUN
EXECUTIVE DIRECTOR

STAFF 2015 - 2016

Pam Allen
Mark Lawson
Rick Mabe

Ryan Hall
Daryl Bell
Jennifer Coleman

Diane Schnoor
Christie Shaw
Joanna Whicker

Lia Mendez
Andrea Ordonez
Dee Clingan

Marina Keller
Marla Kennedy
Paul Limoges

Amanda Brumbaugh
Anna Halbersma

Mary Braun
Kathy Rosa



WONDERFUL VISIT!

My students loved exploring all the exhibits and sharing their ideas with others. The program was excellent. Your props brought to life all the concepts we have studied so far about the Native Americans. My students talked quite a bit this afternoon about all they did during their visit. Thanks again and am looking forward to a return visit next year.

- Wanda G. Second Grade Teacher

OUTSTANDING!

We drove over from Manassas to this fun place. It's a great hands-on museum for kids of all ages. Four floors of interactive fun a block from the Old Town promenade. Friendly staff encourage the kids to touch, feel and explore everything "except the elevator buttons." Various supervised activities for the kids throughout the day. Call ahead and find out what's going on. Their website tells you when large school groups are scheduled. We purposely avoided the school crowd and were there with just a handful of others. I'm a grandpa and I may have had more fun than my one year old grandson. \$8 for adults. Well worth it.

- Ken L. via TripAdvisor

