

Overview of the Public Programming & Annual Events July 2019 - June 2020

TANABATA STAR FESTIVAL
Japanese Cultural Festival and Star Party
presented by Besser Museum

Saturday July 6th, 9:00pm-12:00am Bayview Park

Join us at Bayview Park for a Blend of Traditional and Western Celebrations of the Japanese Star Holiday Tanabata, Where We Will Celebrate With:

- Star Gazing With Besser Planetarium Staff
- Japanese Festival Street Food by the Unlucky Cat
- Tanabata Decorations Origami Craft Station
- Events & Contests by Thunder Con
- Japanese Wish Writing on Bamboo Trees

The Besser Museum Presents:

FREE FAMILY FUN DAY

JULY 20TH, 2019 12:00-2:00PM

FREE ASTRONAUT ICE CREAM FOR THE WHOLE FAMILY
FIRST COME, FIRST SERVE

Sponsored in part by CFNEM Kellogg Youth Fund



The Friends of Rockport and The Besser Museum present:

A MOON VIEWING

Party At Rockport State Recreation Area

Best Observation: **10:00pm -12:00am**
Event subject to weather conditions.
Must have MI Recreation Pass

Special Thanks to the MI DNR
DNR onsite until 11 pm

Saturday July 13th




CELEBRATE 50 YEARS SINCE THE SUCCESSFUL APOLLO 11 MISSION TO THE MOON

Sharpen Your Pencils
-for a summer of-

DRAWING

With Erwin P. Lewandowski



NATIONAL RELAXATION DAY

RELAX-IN ALPENA

**SATURDAY AUG. 17
12 - 4 pm**

Massage, Crafts, Games and More!
Hosted by The Besser Museum
491 Johnson St. Alpena
Museum Admission FREE
Planetarium Shows \$1
Contact Better Living Massage
& Spa for more details!
(989)356-2221







2018 JURIED ART WINNER

JUNE PERRY

FREE PUBLIC RECEPTION
SATURDAY AUGUST 24TH
2 P.M. - 4 P.M.

Besser Museum 491 Johnson St.
bessermuseum.org

FEATURING
"TURNBULL MILL"
2018 BEST OF SHOW
AND 28 MORE
PAINTINGS!

BESSER MUSEUM PLANETARIUM PRESENTS

TELESCOPES 101

INTRODUCTION TO STARGAZING
SATURDAY, SEPTEMBER 28
3 - 5 PM

Telescopes are for everyone!
Learn how to set one up, how they work and
the best objects to observe.
Class with John Winckowski from 3-4 pm
Planetarium Presentation from 4-5 pm

AGES 10 + AND UP!
ALL LEVELS OF KNOWLEDGE
\$3 FOR STUDENTS 10-18
\$5 REGULAR ADULT
\$4 MUSEUM MEMBER



491 Johnson St. (989)356-2202 bessermuseum.org

THE BESSER MUSEUM FOR NORTHEAST MI

Fall Harvest Fossil Fest

SATURDAY, OCTOBER 5
12-4 PM

\$1 Admission
\$1 Planetarium Tickets

Lafarge Quarry Tours, Fresh Apple Cider,
Fossil Digging, Fudge Sundaes,
Games, Snacks, Music
and More!

(989)356-2202 BESSERMUSEUM.ORG

BESSER MUSEUM FOR NORTHEAST MI

2019 JURIED ART EXHIBIT

OPENING RECEPTION

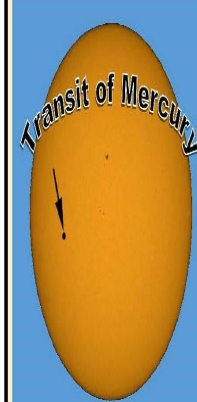
Oct. 26 3-5 pm

(989) 356-2202
bessermuseum.org

Transit of Mercury: A Once in a Lifetime Event!

November 11th, 2019
8:00 AM - 1:00 PM

The Besser Museum and Planetarium will be hosting a
FREE Transit of Mercury Viewing Party for
anyone and everyone.



Season of Light

Big Holiday CrafterNoon

\$1 ADMISSION \$1 PLANETARIUM
FUN FOR THE WHOLE FAMILY!
SATURDAY, NOV. 16 12:00 - 3:00 PM

Opening of
Annual Displays:
ROLL OUT THE RED!
TREES OF NATIONS
Community Trees
Avenue of Shops

BESSER MUSEUM'S SEASON OF LIGHT IS SPONSORED IN PART BY ALPENA POWER COMPANY



THE FRIENDS AND FOUNDER'S SOCIETY PRESENTS:

An Evening of Lights

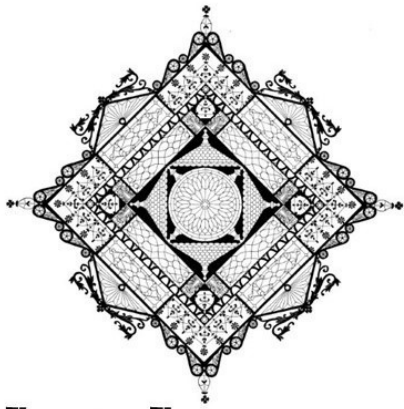
DECEMBER 14 6-8 PM

A FREE EVENT FOR MUSEUM MEMBERS
Featuring Live Music, Light Refreshments,
Planetarium Show, and Christmas Cookie Exchange
RSVP BY CALLING (989)356-2202
Non-Member Guests pay Regular Admission Rate

BESSER MUSEUM'S SEASON OF LIGHT IS SPONSORED IN PART BY ALPENA POWER COMPANY

Visit bessermuseum.org for more information 'Cookie Exchange Participants: Bring two dozen & receive two dozen'





Kaleidoscopes

Cut Paper Designs by Shirley Ritzler
On Exhibit: January 26 - June 30, 2020

Inspired by the decorative architectural elements of the older homes and public buildings in Alpena, Ritzler produced a series of twenty paper-cut designs.

Where Art and Yoga Meet



The Besser Museum would like to welcome you
to another season of
Mindful Movement at the Museum.

Art Experience Workshop with Noel Skiba



Saturday, January 11th
1:00—3:00 pm

Cost is \$75 per student
(includes all supplies)

\$10 discount on workshop for participants who donate a pot of soup or fresh homemade bread for the Soups On! Opening Exhibit Reception

Noel Skiba Eclectic Retrospective January 11 - October 4, 2020



Soups On! Art Reception
Saturday, January 11th
4:00-6:00 pm



Free Public Opening
Donations Appreciated

winter blues
non-juried
art exhibit
Be inspired by the season!

**VIRTUAL
EARTH DAY CELEBRATION**

WITH SPECIAL VIDEOS FROM
ALPENA COUNTY LIBRARY +
THE BESSER MUSEUM

A LIVE PRESENTATION
FEATURING SOLAR SYSTEM AMBASSADOR
PAULETTE EPSTEIN!

WEDNESDAY, APRIL 22 @ 4:00PM
VIA ZOOM

The Friendly Faces at the Besser Museum



Executive Director
Christine Witulski



Facility/General Manager
Matt Klimczak



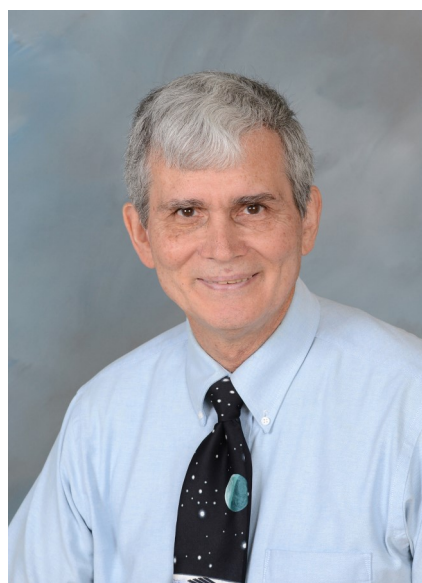
Guest Services



Education Coordinator
Amanda Kucharek



Planetarium Coordinator
Johnathan Winckowski



Planetarium Instructor
John Heath

Besser Museum Board of Trustees: July 1, 2020—June 30, 2021

Besser Museum Board President, Jim Conboy Cheboygan, MI

Jim Conboy, a resident of Cheboygan, is a retired banker and lawyer. He is a past CEO of Citizens National Bank, and past chairman of the Michigan Bankers Association. Jim currently serves on several boards including the Michigan Trails and Greenways Alliance, the Top of Michigan Trails Council, and the Cheboygan Communities Foundation. He is a member of Rotary. Jim is a trustee emeritus of Alma College having served on that board for twelve years. He has a B.A. from Oakland University and a J.D. from Wayne State University Law School. Jim joined the Besser Museum Board of Trustees in July 2017.

Besser Museum Board Member, V.P. and Treasurer, Michelle Miller Alpena, Michigan

Michelle Miller, a life-long resident of Alpena, is retired from Alpena Public Schools. After working in various positions including Administrative Secretary to the Director of Non-Instructional Affairs, Anna M. Besser Elementary School Secretary and lastly Secretary to the Alpena High School Principal, she retired with 36 years of service. Michelle currently work as Office Manager for Thunder Bay Arts Council. She also coordinates the Family Day for the Brown Trout Festival, which now attracts 500+ children and their families. Michelle joined the Besser Museum Board of Trustees in July 2015.

Besser Museum Board Secretary, Diane Speer Alpena, Michigan

Diane Speer holds a BA in English and journalism from West Liberty State University in West Virginia and has worked as a journalist for most of the past 40 years, including the last 29 years at The Alpena News. As lifestyles editor for the newspaper, she has covered the Besser Museum since joining the staff in 1989 and is a strong supporter of the arts in general through her writing efforts. She also has been actively involved in the community in a number of organizations over the years. Diane is a current board member of the Thunder Bay Arts Council. Diane joined the Besser Museum for Northeast Michigan Board of Trustees in July 2018.

Besser Museum Board Member, Claudia Chapman Alpena, Michigan

Claudian Chapman is a retired preschool and elementary teacher. She taught for 30 years. Claudia and her husband, Jim own and operate a farm. They belong to Farm Bureau, Michigan and National Cattleman's Associations, Michigan Sheep Breeder's Association and North Country Beef Producers. Claudia joined the Besser Museum for Northeast Michigan Board of Trustees in July 2015.

Besser Museum Board Member, Clarence Cross Alpena, Michigan

Clarence "Tuffy" Cross is a retired Boat Captain. He was a commercial fisherman from 1952 to 1969. Worked for Michigan Department of Natural Resources, Fish Division, doing fisheries research on the DNR RV Chinook for 31 1/2 years retiring as Boat Captain. From 2002 to 2018, operated a business called C2C Net Service, building nets and teaching people how to fabricate nets. Served 6 years on the Alpena Yacht Club Board of Directors and was commodore twice. Also serves on the Besser Museum Ad Hoc Committee for the Katherine V Exhibit. In 2014, along with his wife, published a book on the History of Commercial Fishing. His second book, History of Commercial Fishermen in Iosco and Alcona counties was published in 2019. Tuffy joined the Besser Museum Board of Trustees in July 2015.

Besser Museum Board Member, Judy Suszek Alpena, Michigan

Judy Suszek is the Finance Director for Hope Shores Alliance, a private non-profit organization advocating for and providing services to victims of domestic violence and sexual assault. In this role, Judy manages all aspects of the agency's financial management including grant compliance and reporting, budget preparation and monitoring, financial statement compilation, payroll and accounts payable processing and internal control management. Serving on Hope Shores Alliance's Board of Directors finance committee, leadership team, and strategic planning and staff development committees affords her opportunities for affecting change and growth within the organization and throughout the community. Judy joined the Besser Museum's Board of Trustees in July 2015.

Besser Museum Board Member, Kristin Sharpe Presque Isle, Michigan

Kristin Sharpe has worked in education for the past eight years, and holds an Administration certification, teaching certification and a CAD degree. Prior to her current teaching position, Kristin worked in the electrical contracting business for 20 years. Kristin is a volunteer at the Presque Isle Lighthouse Historical Society and is currently working on the restoration of the lighthouse project. She is a mother of five, two collegiate, one college graduate, and two high school students. She has a Master of Administration for Eastern Michigan University and a Bachelor of Arts from Spring Arbor University. Kristin joined the Besser Museum Board of Trustees in July 2015.

**Besser Museum Board Member, Michael Ableidinger
Alpena, Michigan**

Michael Ableidinger is the President and owner of Benjey, Inc. He graduated with an engineering degree from Michigan State University. Michael joined the Besser Museum for Northeast Michigan Board of Trustees in July 2016.

**Besser Museum Board Member, Jim Johnson
Ossineke, Michigan**

Jim Johnson graduated with a master's degree in Fisheries and Wildlife from Michigan State University in 1972. Jim moved to Michigan to take his dream job as Michigan DNR's lead fishery researcher on Lake Huron, managing the Alpena Fishery Research Station from 1989-2014. Since retiring, Jim continues to publish in scientific journals about changes to Lake Huron's fisheries caused by invasive species and documenting success of efforts to bring about recovery of native fish species important to both recreational and commercial fisheries. He chairs Besser Museum's *Research Vessel Chinook* ad hoc committee, which is presently exploring with the DNR the possibilities of displaying this 70-year-old vessel and its role in protecting Great Lakes fisheries after its retirement as the DNR's Lake Huron survey vessel this summer. Jim joined the Besser Museum Board of Trustees in July 2016.

**Besser Museum Board Member, Janet Young
Alpena, Michigan**

Janet Young, a resident of Alpena, graduated from Western Carolina University with a Bachelor of Science in Education degree. After retiring from a long teaching career, she was employed as a visual merchandiser and interior decorator for a retail chain. Janet has authored two books on the history of Northeast Michigan and is a certified interpretive writer. Janet joined the Besser Museum Board of Trustees in July 2016.

**Besser Museum Board Member, Sue Stender
Alpena, Michigan**

Sue Stender is currently the Chief Financial Officer for WMCR Corporation in Alpena. She holds Bachelor of Science degree in Accounting from Ferris State University. Sue has over 40 years of accounting experience. Sue was elected to the Alpena Community College Board of Trustees in 2016. She is a Chamber of Commerce Ambassador and has been involved in many high school girl's athletic programs and clubs. Sue joined the Besser Museum Board of Trustees in July 2019.

**Besser Museum Board Member, Marie Fielder
Alpena, Michigan**

Marie Fielder received her Master of Arts degree in Elementary Education and Early Childhood in 1992 from Central Michigan University. She is retired from the AMA/ESD where she served 27 years as this District's Teacher/Consultant for Special Needs Infants and Toddlers. Marie is a member of the Sault Ste. Marie Tribe of Chippewa Indians. She is a member of the Northeast Michigan League of Women Voters. Marie lives in Alpena with her husband David. Together, they have five adult children and 1 grandchild. Marie joined the Besser Museum Board of Trustees in July 2020.

**Besser Museum Board Member, Jean Thomas
Alpena, Michigan**

Jean Thomas has been helping clients with their graphic design, advertising, printing, and publishing needs for years and has enjoyed expanding her service offerings to real estate agent most recently. A native of Alpena, she moved south for a few years to attend college and search for new challenges and urban adventure but returned to the area after missing the water and surroundings. A graduate from ACC, she attended both Lansing CC and took courses at MSU. She served as a member of the board at Art in the Loft for several years. Jean has two grown sons, enjoys outdoor activities and working with stain glass. Jean joined the Besser Museum Board of Trustees in July 2020

**Besser Museum Board Member, Gary Goren
Alpena, Michigan**

Gary Goren is a retired educator. He has worked as a history teacher, a middle and high school principal, and as a Director of General Education and Technology at the AMA/ESD in Alpena. While there he wrote many successful grants and helped create and run Sprinkler Lake Education Center in Alcona County. He also worked closely with many local agencies including the Thunder Bay National Marine Sanctuary, the Alpena County Library, and the Besser Museum. He also was the Executive Director of Michigan ASCD in Lansing. Gary has been active with the Alpena Civic Theater. Gary has seven grown children and stepchildren scattered about the country. Gary joined the Besser Museum Board of Trustees in July 2020

**Besser Museum Board Member, Mike Beaulac
Presque Isle, Michigan**

Mike Beaulac recently retired from the Michigan Office of the Great Lakes where he oversaw a diverse portfolio of water-related projects. He has undergraduate and graduate degrees in oceanographic technology, marine and water resource management. His 40+ years of experience includes work with the Florida Institute of Technology in the Gulf of Mexico and Bahamas, US Fish & Wildlife Service in Alaska and the Great Lakes, Kentucky Division of Water, and in the private sector. During much of his tenure, he served as project lead on state and national projects designing and creating environmental information management systems for industry and regulatory agencies. He has also enjoyed many years of shipboard experience conducting government and university research. Mike is now a private consult and currently lives in Presque Isle with his wife, Katie Wolf. They have 2 grown children. Mike joined the Besser Museum Board of Trustees in July 2020

KEEPING OUR FOCUS

The Besser Museum creates unique experiences through permanent and rotating exhibits, educational programming, and special events that appeal and connect to diverse audiences of all ages, abilities, and interests. These exclusive experiences promote an understanding and appreciation for the natural and cultural heritage of Northeast Michigan.

We stay focused on specific goals to help us realize our mission and vision. Below are six goals we've set as part of Besser Museum's Strategic Plan for 2017-2021.



Goal 1

Foster an appreciation for art, history, and science

Goal 1: Foster an appreciation for art, history, and science

1.a Establish and maintain a welcoming museum environment that encourages engagement with art, history, and science

1.b Develop a three-year rotating exhibit schedule with a suite of complimentary educational programs and special events

1.c Create virtual tours that are available through online and mobile platforms

1.d Create digital content of Art, History and Science to present in the Digital Dome Theater to enhance the visitors' experience with various museum exhibits.



Goal 2

Engage all ages, abilities, and interests of the public

Goal 2: Engage all ages, abilities, and interests of the public

2.a Ensure museum exhibits provide a culturally enriching experience that inspires curiosity, fosters community pride, and cultivates personal connection and legacy.

2.b Ensure facilities and grounds are accessible to all visitors, workers, and volunteers.

2.c Gather and analyze feedback concerning museum experience.



Goal 4

Increase community awareness of museum services

Goal 4: Increase community awareness of museum services

4.a Draft and execute marketing plan and budget; identify media resources available and costs associated with marketing in Northeast Michigan.

4.b Create cohesive brand and image of museum across all media and promotional materials.

4.c Develop mature online presence through website and social media platforms.

4.d Create marketing materials to promote the museum's field trip programs to area educators and make educators aware of the extensive collection of AMA/ESD teaching kits available.



Goal 3

Present the interconnected stories of Northeast Michigan

Goal 3: Present the interconnected stories of Northeast Michigan's natural resources and cultural heritage.

3.b Develop strategic plans for each permanent exhibit that addresses all the necessary components of good exhibit design (Historical Village, Native American Gallery, Avenue of Shops, Katherine V, Chinook, Planetarium, Wildlife Gallery).

3.a Develop a strategic plan for writing and designing interpretative exhibit labels that will result in a comprehensive and cohesive storyline throughout the museum permanent exhibits connecting Northeast Michigan's natural resources and cultural heritage.



Goal 5

Attract, train, utilize, and maintain Museum Volunteers and Staff

Goal 5: Attract, train, utilize, and maintain Besser Museum Ambassadors Volunteers

5.a Develop and execute recruiting plan that utilizes community networks to attract volunteers.

5.b Provide volunteers with training and standardized instruction sheets.

5.c Create recognition and award programs to express gratitude and maintain volunteer engagement.

5.d. Provide museum staff opportunities for professional development and ongoing training, which includes opportunities for staff to attend museum conferences and workshops.



Goal 6

Ensure financial stability to protect museum's assets

Goal 6: Ensure financial stability to protect museum assets

6.a Create 5-year financial plan that address immediate, regular, and long-term needs for entire museum campus.

6.b Create and implement a development/ fundraising strategy to secure financial stability for ongoing operations and special projects.

6.c Employ AAM standards in all storage areas to ensure the proper care and preservation of museum facility and collection of artifacts.

6.d Execute daily routines to ensure a clean and safe environment for museum staff, volunteers, guests, and museum collections.