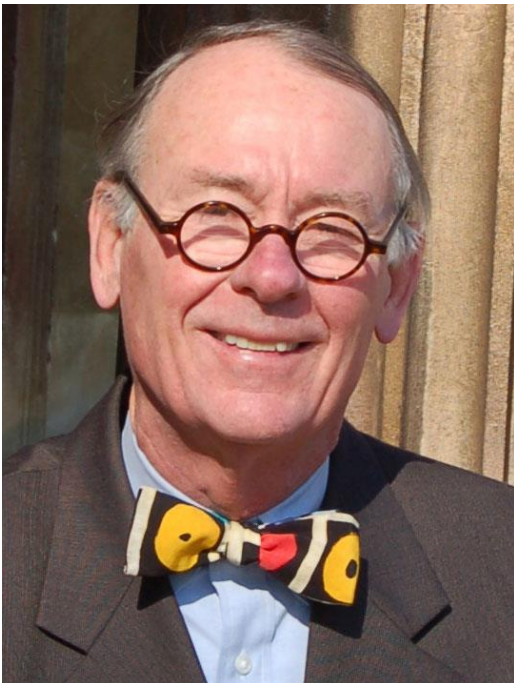


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If you have not yet done so, please remember to renew your membership in the Alumni Association. The Alumni Association's annual membership renewal season is underway. Please look for your renewal statement and respond promptly to avoid extra work for our all-volunteer staff and additional administrative expenses. Thanks to all those who have already renewed for 2020.

Please find enclosed a copy of the Alumni Association's 2019 Annual Report of Activities. Also inclosed is our 2019 Financial Report. Thank you for your generous support of the Alumni Association's efforts to provide scholarships to Summer Schools students. If there are any questions or comments, please contact David Lamdin at [dalamdin@aol.com](mailto:dalamdin@aol.com)

Congratulations to **Janet Self** (Newport 2018 and London 2016) who watched the American History video of Richard Guy Wilson's lecture. Her sharp visual skills enable her to be the first to report spotting several alumni in the audience. :o)



To commemorate the centennial year of the 19th Amendment ratification, the Preservation Society of Newport County presents the **28th Annual Newport Symposium** which will, as Abigail Adams said, "remember the ladies." Join preeminent national and international experts as they highlight the women who introduced, shaped and redefined American art and culture.

The Symposium will take place at Rosecliff, the Newport Marriott, other Preservation Society properties and other locations around Newport. Don't miss the chance to be a part of this major cultural happening. **Early bird pricing is in effect through February 15.**

Among those featured will be **Prof. Richard Guy Wilson** presenting a lecture entitled, ***Edith Wharton's Revolution: Architecture, Interiors and Fiction*** on Saturday, April 18<sup>th</sup> from **1:35-2:35 p.m.** **Additional info is available at:**

<https://www.newportmansions.org/learn/newport-symposium/symposium-schedule>

## **The Research Papers of William Seale in the Winterthur Library**

The papers of writer and historian William Seale, an expert on the White House, as well as a renowned specialist in historic interiors and restorations, are now available in the Joseph Downs Collection of Manuscripts and Printed Ephemera at the Winterthur Museum, Garden and Library.



**The Winterthur Museum, Garden and Library.**

Dated from 1965 through 2017, Seale's records document his research on the historic interiors of institutions such as state capitols, governors' mansions, and historic homes. The records at Winterthur include files pertaining to the White House, the White House Historical Association, and his books about the White House, as well as correspondence, research notes, reports, floor plans, and photographs related to other historic buildings.

Seale passed away after an illness in November 2019. Trained as a historian, he earned a doctorate from Duke University. He began his career as a teacher at Lamar University, the University of Houston, the University of South Carolina, and Columbia University. A curator of cultural history at the Smithsonian Institution in the early 1970s, Seale later struck out on his own researching and writing about the White House and the restorations of other historic buildings and state capitols.

Among his many projects were the historic houses Adena, Darnall's Chance, Rosedown Plantation (Louisiana), Stratford Hall (Virginia), Travellers Rest (Nashville), and the George Eastman House; the capitols of Alabama, Georgia, Kansas, Kentucky, Michigan, and Ohio; the Appomattox Court House National Historic Park; and the governor's mansions in Texas, Louisiana and Kentucky; and the old Governor's Mansion in Milledgeville, Georgia.

Among scholars and casual readers, his *President's House*, published in 1986, was influential in understanding the construction, architecture, and lifestyle of residents of that iconic building. He went on to publish many books about the executive residence.

Seale founded the *White House History Quarterly* for the White House Historical Association in 1983 and edited more than 50 issues.

Seale was a popular speaker at antique forums, historical societies, preservation conferences, and other venues, and the collection contains texts of a number of his talks. Also found are drafts of some of his books, correspondence with publishers, some research notes for books, and advertisements and reviews of his books.

A finding aid is available at:

[http://findingaid.winterthur.org/html/HTML\\_Finding\\_Aids/COL1006.htm](http://findingaid.winterthur.org/html/HTML_Finding_Aids/COL1006.htm).

Email inquiries to: [reference@winterthur.org](mailto:reference@winterthur.org).



## **ALUMNI ASSOCIATION 2019 ACTIVITY REPORT**

2019 was a very, very active year for the Alumni Association. Of most significance, the VSA approved the establishment of an endowment fund for the Alumni Assoc. Jim Buttrick proposed a fund-raising program for the endowment fund. Jim will match up to \$100,000 in donations to the endowment fund. The Buttrick Challenge runs through 12/31/2020. Through 12/31/2019, the Alumni Association has raised \$54,455 which will be matched by Jim, and we have received significant pledges of additional support to help meet the challenge grant. We purchased a CD for \$45,000 to be earning some interest on that money until the end of 2020 when the campaign ends. We got a 7-month CD with a 2.1% interest rate. We have received donations from 55 individuals as well as one donation from the Metropolitan Washington, DC Chapter. Many thanks to Sue Verzella and Sara Durkacs for helping to keep track of donations.

The Alumni Board approved a budget for 2019 as well as authorized a donation of \$23,000 to the VSA for 2019 Summer School scholarships.

The Alumni Association supported recruitment events in San Francisco and New York City as well as events for Summer Schools students in Newport and London.

The president of the Alumni Association attended the VSA Board meeting in Washington, DC and the Summer School Committee (SSC) meeting in NYC.

The Alumni Assoc conducted a very successful Annual Meeting in Philadelphia on May 24, 2019 with about two dozen members in attendance. We suffered a \$30 loss on the event.

However, we do not consider this to be a fund-raising event so much as an organizational building event which must be held in accord with our bylaws.

The Alumni membership renewal season commenced in late Fall 2019. Sara Durkacs, Membership Secretary, reports that the Alumni Association has 206 Households registered as dues-paying members which means about 260 individual members. Follow-up efforts to get membership renewals continues into 2020.

2020: 206 Households + 50 = 266 Total membership

2019: 177 Households + 57 = 234 Total membership

2018: 147 Households + 53 = 200 Total membership

In 2019, the Alumni Association continued with the digital eNewsletter replacing the paper Annual Newsletter. Great savings have been achieved by eliminating the need to purchase graphic design work, printing, and postal mailing. The eNewsletter costs nothing to produce and distribute, and has been very well received. It is distributed to a much wider audience than was possible with postal mailings. The eNewsletter is sent to some 750 current and former members of the Alumni Association, VSA Board members, and SSC members.

The Alumni Board approved an increase in the expected donation amount for Alumni trips from \$300 to \$400. **The planned trip to Lisbon in November 2020 is sold out!** Many thanks to **John Martine** for his ongoing efforts in planning what is sure to be an amazing trip for our members.

Unfortunately, we were not able to make much progress on getting the Alumni website integrated into the VSA website. We will renew efforts on this project in 2020.

## **VSA Alumni Association Social Media Report**

by James Russiello

The social media accounts that the VSA and the Alumni Association currently keep active were set up around October 2012 by James Russiello. All these accounts have either been made inactive or their credentials have been shared to other officers in the VSA and Alumni Association.

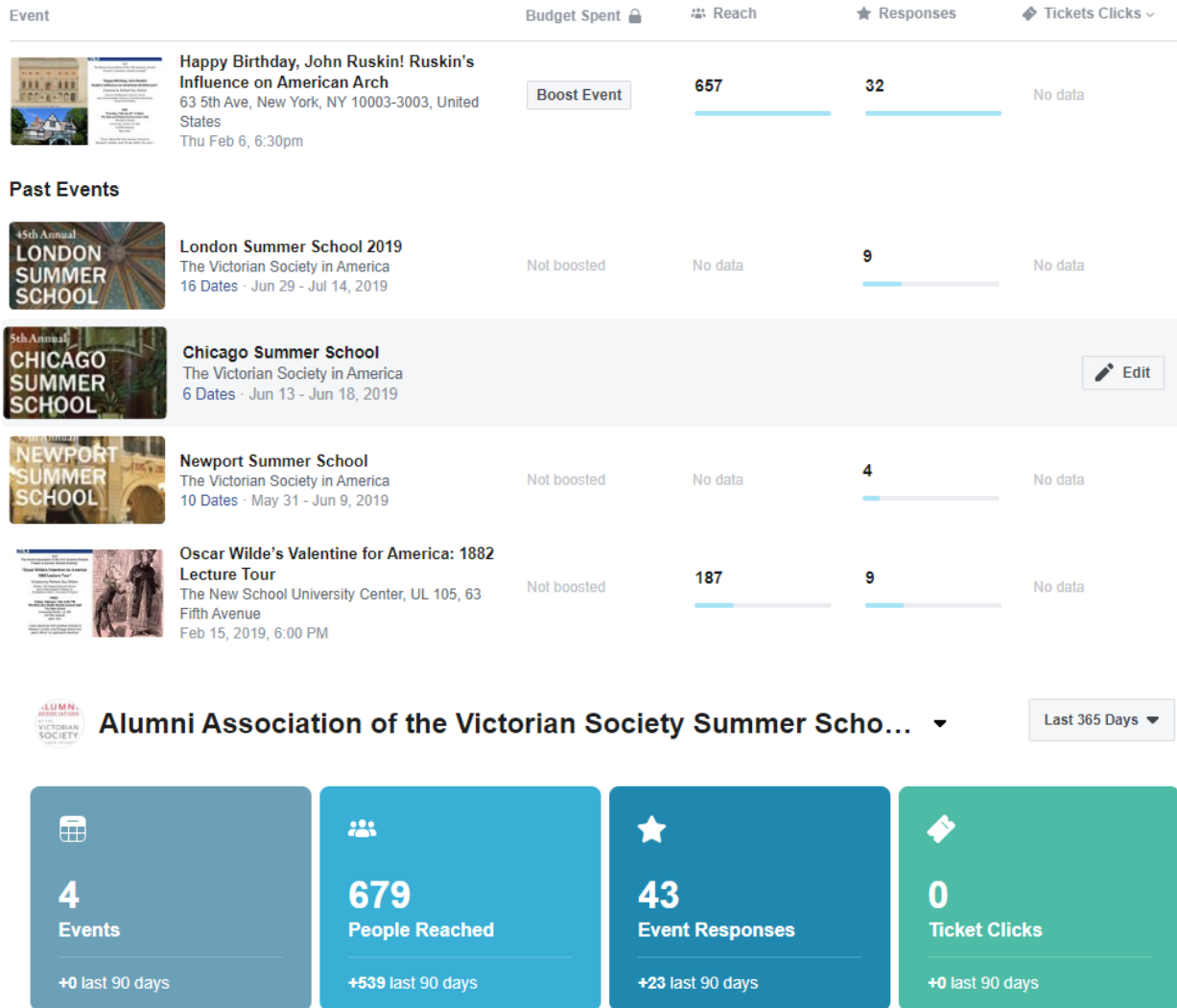
### **Alumni Association on Facebook**

The Alumni Association Facebook page remains “a group for VSA summer school scholars to keep in touch and share their experiences with each other,” as an Education category FB page.

The Admins for the Alumni Association FB page are James Russiello, David A. Lamdin, and Richard Guy Wilson.

The VSA and Alumni Assoc. have always had separate Facebook pages. Daily content for the VSA FB page (<https://www.facebook.com/pg/vicsocamerica>) is still generated by Stacey Swigart. The primary contact for “Alumni Association of the Victorian Society Summer Schools 1” (<https://www.facebook.com/pg/vsaalumni>) is [dalamdin@aol.com](mailto:dalamdin@aol.com).

Events between Alumni Association and the national VSA have continued to be shared to increase the reach of the events notice. This has included the three event pages for the summer schools, and one recruitment event in NYC.



From Jan 1, 2019 to Dec 31, 2019, there were 78 posts. 26 of these posts were links based (Reach average of 102, and an engagement average of 10), 42 were individual photo based (Reach average of 16, and an engagement average of 4), and 10 were status updates (Reach average of 32, and an engagement average of 64)

There were 48 posts from Jan to March, 14 post from April to June, 11 posts from July to September, and 5 posts from October to December.

The most popular posts by engagement were as follows:

1/24/19: LINK [https://www.arch.virginia.edu/news/richard-guy-wilson-selected-as-2019-society-of-architectural-historians-fellow?fbclid=IwAR0d1\\_J1qn2J7eRdp62ErhDqJmiT1KhNPzZy-QltT-RYN1GG-oiBb\\_as0Z1o](https://www.arch.virginia.edu/news/richard-guy-wilson-selected-as-2019-society-of-architectural-historians-fellow?fbclid=IwAR0d1_J1qn2J7eRdp62ErhDqJmiT1KhNPzZy-QltT-RYN1GG-oiBb_as0Z1o) (Reach 330, Engagement 37)

7/11/19 LINK Elberon, the high-profile Gilded Age resort you've never heard of...Where McKim, Mead & White got its start [https://www.curbed.com/2017/7/13/15964280/elberon-history-gilded-age-newport-mckim?fbclid=IwAR1Obb4UTmPK8uPDEd-NGER69gzMv8Uz6waX\\_n8jj\\_IQWHxGWkta2Km1laA](https://www.curbed.com/2017/7/13/15964280/elberon-history-gilded-age-newport-mckim?fbclid=IwAR1Obb4UTmPK8uPDEd-NGER69gzMv8Uz6waX_n8jj_IQWHxGWkta2Km1laA) (Reach 118, Engagement 31)

7/11/19 LINK The Meaning Of 'Ophelia' By John Everett Millais <https://theculturetrip.com/europe/united-kingdom/england/london/articles/the-meaning-of-ophelia-by-john-everett-millais/> (Reach 119, Engagement 21)

2/18/19 PHOTO Reception at The New School University Center, 63 Fifth Avenue, New York City, in support of the 2019 Victorian Society in America Summer Schools following lectures by Richard Guy Wilson, Director of the Newport Summer School, and Paul Miller, Curator at The Preservation Society of Newport County. Photograph by James Russiello, co-sponsored by the Alumni Association of the Victorian Society in America Summer Schools. #VSAAlumni #VSA SummerSchools #vsasummerschool #VSANewport #VSALondon #VicSocAmerica ()

3/12/19 LINK <https://www.arch.virginia.edu/events/rgw-symposium-fall-2019?> (Reach 330, Engagement 37)

11/21/2019 LINK [https://www.apartmenttherapy.com/victorian-modern-style-the-new-trend-in-decorating-246618?fbclid=IwAR0HSp97EU-n\\_s9TbrvYvuUEZ4V8\\_BE3Eh5AxGEgZ7bsVevrUFTHDK-SPcgM](https://www.apartmenttherapy.com/victorian-modern-style-the-new-trend-in-decorating-246618?fbclid=IwAR0HSp97EU-n_s9TbrvYvuUEZ4V8_BE3Eh5AxGEgZ7bsVevrUFTHDK-SPcgM) (Reach 140, Engagement 16)

The Alumni Association has continued to be a presence on Facebook to help spread work of VSASS related events and to help publicly notify and disseminate VSASS related information, all maintained by volunteers without dedicating set hours to this page's maintenance.

**Recommendations for the FB page:** Outside of direct emails and the website, Facebook remains the Alumni Associations most visible presence to non-active members. With David Lamdin's regularly emailed pdf newsletters, it might be advisable to share newsletter content via Facebook. Also, it would be good to have more moderators attached to the page to produce additional content.

### **Alumni Association on Instagram (@VicSocAmerica)**

On December 11, 2019, the Instagram credentials of @VicSocAmerica, which has 1200 posts and 1144 followers, were shared with the VSA Summer Schools Administrator at her request and at the request of the national.

Previously on August 27, 2018, the credentials were shared with VSA Director Cindy Casey, VSA Business Manager Sue Verzella, and VSA President Kevin Rose. Cindy remains the primary content

creator for that account. Since the account was shared, Cindy has posted twelve images, including some beautiful photos from San Francisco, and the annual board meeting at Philadelphia.

In late January, James Russiello on behalf of the Alumni Association, shared the “Happy Birthday, John Ruskin” RGW lecture notice for the VSASS recruitment event on Feb 6, 2020 at the New School University Center in New York.

The VicSocAmerica Instagram account is shared jointly with the Alumni Association and the national VSA, as agreed upon when the credentials were shared, and both groups have continued to use the account and intend to continue using it.

### **Other shared Social Media Accounts**

VSA and Alumni Assoc. share Twitter (<https://twitter.com/VicSocAmerica>) and the other social media accounts, such as YouTube (<https://www.youtube.com/user/VicSocAmerica>), and Pinterest (<https://www.pinterest.com/vicsocamerica/>). The credentials for these accounts were transferred to the VSA’s designer Wendy Midgett on Feb 25, 2014. The Alumni Association has not made postings on these sites this year.

### **Inactive Social Media Accounts**

The VSA had an account with LinkedIn (<https://www.linkedin.com/company/the-victorian-society-in-america>) but this does not appear to be active anymore. An account on Tumblr also appears to have been deleted (<http://www.vicsocamerica.tumblr.com/>)

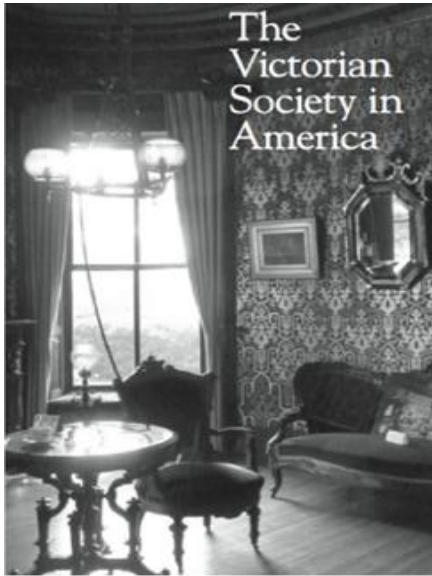
Finally, it appears that the VSA Flickr page is still active. After Verizon announced that it would be shutting down all Flickr accounts with over 1,000 files, I had emailed for a non-profit exemption. I have not heard back but it appears that the VSA Flickr page is still active (<https://www.flickr.com/photos/vicsocamerica/sets/>). However, the last postings to this were in 2017. The photos uploaded are nearly exclusively taken by James Russiello. These photos uploaded to Flickr consisted of both VSA and Alumni Association content.

<b>VSA ALUMNI ASSOC Main &amp; Pitts Acts Inc/Exp 12/31/2019</b>			
	<b>Main Acct</b>	<b>Pittsburgh Act</b>	<b>TOTAL</b>
<b>BALANCE 1/1/2109</b>	<b>\$49,692</b>	<b>\$30,340</b>	<b>\$80,032</b>
<b>Transfer \$10,000 to Pittsburgh</b>	<b>-\$10,000</b>	<b>\$10,000</b>	<b>\$0</b>
	<b>\$39,692</b>	<b>\$40,340</b>	<b>\$80,032</b>
<b>2019 INCOME</b>			
Membership Dues	\$10,428	\$0	\$10,428
Donations to our AA Scholarship Funds	\$7,412	\$0	\$7,412
Events (Annual Meeting)	\$1,620	\$0	\$1,620
Investment	\$0	\$0	\$0
Advertisements	\$0	\$0	\$0
Miscellaneous	\$3	\$0	\$3
Merchandise sales	\$0	\$0	\$0
Buttrick Challenge	\$54,455	\$0	\$54,455
<b>2019 TOTAL INCOME</b>	<b>\$73,918</b>	<b>\$0</b>	<b>\$73,918</b>
<b>2019 EXPENSES</b>			
Membership solicitation	\$182	\$0	\$182
Scholarship donations to VSA National	\$0	\$23,000	\$23,000
Events (SS Receptions)	\$1,000	\$0	\$1,000
Events (Annual Dinner)	\$1,650	\$0	\$1,650
Member communications	\$0	\$0	\$0
Gnosis Membership Software	\$1,115	\$0	\$1,115
Website Maintenance	\$490	\$0	\$490
Donations: VSA Annual Chapter Dues	\$100	\$0	\$100
Advertising	\$0	\$0	\$0
SS Recruitment meetings	\$0	\$0	\$0



Miscellaneous	\$207	\$0	\$207
Insurance	\$0	\$0	\$0
Bank Charges	\$74	\$150	\$224
Lisbon Trip Planning	\$0	\$4,280	\$4,280
<b>2019 TOTAL EXPENSES</b>	<b>\$4,818</b>	<b>\$27,430</b>	<b>\$32,248</b>
<b>2019 NET INCOME</b>	<b>\$69,100</b>	<b>\$10,000</b>	<b>\$79,100</b>
<b>12/31/2019 BALANCE</b>	<b>\$108,791</b>	<b>\$12,910</b>	<b>\$121,701</b>
(BOTH BANK BALANCES)			
End of 2012			\$35,273
End of 2013		\$20,507	\$39,250
End of 2014		\$38,352	\$58,952
End of year 2015			\$42,481
End of year 2016	\$18,810	\$42,364	\$61,173
End of year 2017	\$33,090	\$17,364	\$50,454
End of year 2018	\$49,692	\$30,340	\$80,032
End of year 2019	\$108,791	\$12,910	\$121,701
<b>Note: Excluding Buttrick our 12/31/2019 balance would be \$67,246</b>			
Buttrick CD	\$45,000		
Buttrick Cash	\$9,455		
Main account CD	\$25,000		
Main Account Cash	\$29,336		
Pittsburgh Account Cash		\$12,910	
<b>ALUMNI ASSOC BALANCE as of 12/31/2019</b>	<b>\$108,791</b>	<b>\$12,910</b>	<b>\$121,701</b>
Please Check off, if this Chapter has NO tangible assets:			
OR Describe tangible assets as instructed..... laptop and software Purchased 1/25/2018 for \$459 plus tax and shipping charges			
David A Lamdin	\$108,792		

## **AN INVITATION TO JOIN**



Since 1966, the **Victorian Society in America** has fostered an appreciation of this country's 19th century heritage through its preservation efforts, publications, and its Summer Schools in London, Newport, and Chicago. There are many outstanding benefits of a Victorian Society membership including supporting the Summer Schools, attending symposia, study weekends, and the annual meeting and tour in a location with a distinguished Victorian heritage, helping preserve historic structures, and receiving its scholarly publication ***Nineteenth Century*** and ***The Victorian Quarterly*** newsletter.

For more information or to join go to [www.victoriansociety.org](http://www.victoriansociety.org)

## **THE 2020 VSA SUMMER SCHOOLS**

We invite you to study architecture, art, landscape and preservation at one of our internationally-acclaimed Summer Schools in Newport, Chicago and London. You will enjoy lectures by leading scholars, private tours of historic sites, engaging social experiences, and opportunities to get behind the scenes at museums and galleries. Open to graduate students, academics, architects and the general public.

The Summer Schools are academically rigorous and physically demanding. A typical day includes lectures and tours by leading scholars, considerable walking, periods of standing and engaging social experiences. These intensive programs are action-packed with little free time. Tuition costs include expert instruction, shared accommodation, some meals, tours, and admissions. Competitive scholarships are available for all three programs.

**Word of mouth is the best form of advertising for the Summer Schools. Please share the attached 2020 Summer Schools brochure with those who you think might benefit from attendance.**