Our Mission

Great Houses connect people to a nation’s heritage and open windows to another age. The Preservation Society of Newport County is a non-profit organization whose mission is to protect, preserve, and present an exceptional collection of house museums and landscapes in one of the most historically intact cities in America. We hold in public trust the Newport Mansions® which are an integral part of the living fabric of Newport, Rhode Island. These sites exemplify three centuries of the finest achievements in American architecture, decorative arts, and landscape design spanning the Colonial era to the Gilded Age. Through our historic properties, educational programs, and related activities we engage the public in the story of America’s vibrant cultural heritage. We seek to inspire and promote an appreciation of the value of preservation to enrich the lives of people everywhere.

Thank you to our Donors

for their charitable contributions to the Preservation Society’s mission
The Cutting Edge

“We have assembled a dedicated team of scholars, craftspeople, educators, museum professionals and leaders who believe deeply that the work they do here matters profoundly.”

by Donald O. Ross, Chairman of the Board of Trustees
& Trudy Coxe, CEO & Executive Director

For 68 years, the Preservation Society has been protecting, preserving and presenting the story of some of America’s most significant legacy landscapes, buildings and furnishings, as well as the stories of the people who created them — an American story. This summer, we are launching An American Story: a $21.1 million Comprehensive Campaign to secure the philanthropic resources essential to embrace the future while we preserve America’s past.

If you love history, if American stories excite you, then you understand why Newport is so important to the nation’s future. Inspired by influences from across both oceans, Newport today is a unique repository of American culture. This city has a wider scope of intact original historic buildings and landscapes than any other city in America. As a result, Newport is a globally significant cultural resource.

The cost of the scholarship, research and conservation required to preserve and interpret these American stories is rising. Preserving the legacy of architects like Richard Morris Hunt, Horace Trumbauer, and McKim, Mead & White; landscape artists like the Olmsted brothers, Ernest Bowditch, and Jacques Greber; and artisans like the Townsends and Goddards, requires an extraordinary level of skill and craftsmanship. We face similar challenges in collections management, interpretation and advocacy. To confront the challenges of the 21st century, we look to those who care as much as we do about America’s stories to entrust us with the resources needed to do the job.
The Campaign has four key initiatives:

• **Building Our Endowment**: A robust endowment will allow the Preservation Society to maintain properties valued at one billion dollars on an annual budget of $19 million. Our collection incorporates 11 historic properties dating from 1748 to 1902; 13 additional historic structures; more than 88 acres of landscape, including a 17th-century cemetery and more than 1,800 trees; and approximately 55,000 decorative and fine arts objects.

• **Enhancing the Visitor Experience – The Welcome Center**: The new welcome center at The Breakers will create an appropriate, positive first experience for the hundreds of thousands of people who visit our properties every year. It will give them a place to learn about all of the Preservation Society’s properties and its mission, as well as providing access to clean and accessible restrooms, light refreshments, and efficient ticketing.

• **The Elms Scholars Center & Fund for Fellows**: We have thousands of stories to tell, many of them discovered by young scholars from around the world who have come here to conduct research on our behalf. We plan to restore The Elms Carriage House to serve as a center for visiting Fellows to live and work while they assist us with much-needed research and scholarship in history, design and preservation. A special endowment will be created to fund five annual fellowships, advancing our educational mission and serving the professional museum and historic preservation communities by providing new opportunities for research and training.

• **Conservation & Collections**: Caring for our collection of over 55,000 artifacts in accordance with the best practices in the museum field is one of our highest priorities. We seek whenever possible to re-acquire objects original to our properties as they become available, so that we can restore the houses as closely as possible to their original appearance and splendor.

In addition to these key initiatives, it’s also important to increase the level of unrestricted program support through the Annual Fund. We rely on our Annual Fund donors to enable us to continue the day-to-day preservation, restoration, maintenance and curatorial projects, and the educational programming that are the core of the Preservation Society’s mission.

The Preservation Society of Newport County has led the preservation of Newport since 1945. We have assembled a dedicated team of scholars, craftspeople, educators, museum professionals and leaders who believe deeply that the work they do here matters profoundly. Their work—our work, America’s work—requires money and resources. Your visionary philanthropy is essential to our continued success. We thank you for your past support, and hope that you will continue to support us in this endeavor.

You’ll learn more about *An American Story* in these pages. For more information, please contact Mary B. Kozik, Chief of Institutional Advancement, at MKozik@NewportMansions.org.
Laurie Ossman, Ph.D. has recently joined the Preservation Society as its new Director of Museum Affairs. Most recently she was Research Historian for the Smithsonian Institution’s “History of America in 101 Objects” in Washington D.C. She previously served as Director of Woodlawn and Frank Lloyd Wright’s Pope-Leighey House, Historic Sites of the National Trust for Historic Preservation in Alexandria, VA. She has also held curatorial positions at Vizcaya Museum and Gardens, Henry Morrison Flagler Museum, The John and Mable Ringling Museum of Art and the Maryland Historical Society.

“This is an exceptional appointment for the Preservation Society,” said CEO & Executive Director Trudy Coxe. “Dr. Ossman brings both intellectual rigor and down-to-earth museum experience to this critical leadership position. We are excited to add her breadth of museum experience and academic achievement to the leadership of our combined museum affairs activities.”

The Director of Museum Affairs provides vision and leadership on curatorial, conservation, research and educational initiatives at the Preservation Society’s 11 historic houses, seven of them National Historic Landmarks, which range in date from the mid-18th to the early 20th centuries. With a collection of 55,000 objects comprised of fine and decorative arts, photographs, prints and drawings displayed within landmark period houses, the Preservation Society attracts more than 800,000 visitors annually, making it one of the largest cultural organizations in New England.

“Newport inspired me to study architectural history, and I am honored by the opportunity to pursue my passion for the history, beauty and cultural legacy of this extraordinary place,” said Dr. Ossman. “I am thrilled to join the staff of The Preservation Society of Newport County, a longstanding leader in the preservation, scholarship and interpretation of historic sites, and look forward to working with my colleagues, the trustees and stakeholders in the community.”

Dr. Ossman graduated with honors from Brown University, then earned her Master’s degree in Architectural History from the School of Architecture at the University of Virginia, followed by her Ph.D from the Graduate School of Arts & Sciences at UVA. She has been an instructor in the history of American architecture and urban planning at UVA, and has lectured and written extensively on architectural history, design and preservation. She is also the author of several books, including Carrère and Hastings: The Masterworks, with Heather Ewing [NY: Rizzoli USA], and Great Houses of the South [NY: Rizzoli USA].

“The Preservation Society prides itself in the quality of its research and scholarship in history, design and preservation, and Dr. Ossman brings stellar credentials that will help us to continue our leadership in those areas,” added Donald O. Ross, Chairman of the Board of Trustees.
Record Growth
Powers Schedule and Program Expansion
State, Local Leaders Applaud New Initiatives

by Andrea Carneiro, Communications Manager

Attendance at the Preservation Society’s houses in 2012 was the highest in a decade, providing added incentive for planned program expansions in 2013.

Reflecting their popularity with a global audience, admissions to the Newport Mansions® grew by 86,000, to a total of 883,000 in calendar year 2012. This one-year increase of 11 percent, the strongest on record, follows the investment of over $1 million in four new tours over the last four years. These include adult and youth audio tours at The Breakers, an audio tour at Rosecliff, and the Servant Life Tour at The Elms. An experiment in starting the spring season two weeks earlier in 2012 jump-started the growth.

Building on that success, the 2013 spring season opened a month earlier, in mid-February. Additionally, the daily operating season for all 11 Newport Mansions will be expanded five weeks from Labor Day to Columbus Day, a 25% increase, followed by the traditional holiday programs at the mansions through New Year’s Day.

Among other 2013 enhancements, an expanded audio tour of The Elms with new servant life research and stories about major preservation projects premiered recently. Mandarin language translations will be added to the existing French, German and Spanish audio tour translations at The Breakers, The Elms, Marble House and Rosecliff as well.

“Tourism is a very important industry for Newport and all of Rhode Island,” said Rhode Island Senate President M. Teresa Paiva Weed. “The work of the Preservation Society is particularly vital in preserving the historic beauty of Newport, and I couldn’t be more pleased about the record growth in tourism seen in 2012. A booming tourism industry is great for Newport, great for the state, and most importantly, great for getting our economy back on track.”

“We have demonstrated time and again that exciting new initiatives that build visitation also help us fulfill our mission — funding projects like the recent restoration of Chateau-sur-Mer, or the restoration of 18th century lacquer panels at The Elms, or critical roof repairs at Kingscote,” said Preservation Society CEO and Executive Director Trudy Coxe. “At the same time our new programs create jobs and grow our regional economy.”

“This is a huge development for Newport. Having the Newport Mansions open earlier is a tremendous boost to our efforts to market Newport as a year-round destination, especially strengthening the spring shoulder season,” said Evan Smith, President and CEO of Discover Newport. “This will benefit every aspect of the hospitality industry — lodging, restaurants, retail stores and other attractions — that depend on visitors for their success.”

With a regional economic impact of well over $100 million dollars annually, mansion visitors spend an average of $100 a day in Newport, of which the Preservation Society captures approximately $17.50.

Regarding the impressive 11 percent jump in admissions in 2012, Rhode Island Tourism Director Mark Brodeur commented, “Increased visitation to the Newport Mansions is no accident where innovative programming continues to draw new consumers and interest loyal visitors. The Preservation Society sets the gold standard when it comes to managing historic attractions.”

Jody Sullivan, Executive Director of the Newport County Chamber of Commerce, added, “Hospitality & Tourism is a critical economic driver for Rhode Island. This kind of ongoing investment is exactly what we need to keep growing our local and state economy. I applaud the Preservation Society for its leadership and its commitment to ensuring that our tourism economy remains vibrant.”

“On behalf of all members of the Preservation Society, I want to thank all of the merchants and citizens of Newport County for their continuing support and participation,” said Coxe. “The Newport Mansions are just one element of our area’s unique historic offerings and incomparable visitor experience. We are confident that 2013 will be the best year yet for the Preservation Society and our wonderful community.”
In 1849, Mrs. Lewis G. Morris (née Emily Lorillard) (1819-1850) and her two sons Fordham (1842-1901) and Francis (1844-1883) sat for their portrait by American artist Daniel Huntington (1816-1906), who became known as the ‘official’ portraitist of New York society after the Civil War. The painting was commissioned by Mrs. Morris’s husband Lewis Gouverneur Morris (1808-1900), who paid the artist $638 on May 19, 1849 for the group portrait and frame. The original receipt is in the Alletta Morris McBean papers in the archives of The Preservation Society of Newport County.

Mrs. Morris was the daughter of Jacob Lorillard (1774-1836) and Anna Margaretta Lorillard (1791-1846) of New York. Jacob Lorillard was a well known leather merchant, a President of Mechanics Bank and a vestryman of Trinity Church in New York City. Emily was the fifth of their six children; they had five daughters and one son. She married Lewis Gouverneur Morris on July 31, 1839 and the couple had two children, Fordham and Francis. The family lived on an estate just north of Manhattan, in the west Bronx, called Fordham-on-Harlem, now Morris Heights, and it is in the gardens of that house that Emily Lorillard Morris is depicted in the painting. The original Morris manor house at Fordham was built and occupied by Richard Morris (1730-1810), Colonial Judge of the Admiralty and later second Chief Justice of New York State; this ancestral house was burnt by the British during the Revolution and was subsequently rebuilt by his son Robert Morris (1762-1851). In 1847, the manor house was altered and enlarged in Italianate taste by Lewis Gouverneur and Emily Lorillard Morris from plans by architect Alexander Jackson Davis (1803-1892). Through the mid-nineteenth century, most of the land between the Bronx and the Harlem Rivers was still rural with farms, an occasional village, or estate on the hilly landscape as seen in the background of this portrait. In 1874, this area was annexed to New York City and development began in earnest. The large property found itself located between 176th and 177th Streets and Andrews and Montgomery Avenues.

Emily Lorillard Morris died just a year after this portrait was completed, at the age of 31. The portrait was hung in the dining room of Fordham-on-Harlem until the death of her husband in 1900. Mr. Morris left the portrait to his surviving son Fordham. When Fordham died in 1909 he left it to his daughter Emily Morris Gallatin (1872-1944) of New York, who placed it in the dining room of her Newport summer cottage Chepstow in the 1920s. It remains there today as a bequest of Mrs. Gallatin’s niece Alletta Morris McBean, who was the granddaughter of the young boy holding the bonnet in the portrait, Francis Morris.
The campaign for The Preservation Society of Newport County is critical to its ongoing success. Newport has more historic buildings and landscapes than any other city in America, and it is important that the superb architecture be properly maintained so that the learning experience for the Preservation Society’s 800,000 annual visitors is enhanced and made realistic.

I am particularly interested in the Welcome Center, which will set the stage for these visitors to maximize their positive experience while visiting the Preservation Society’s properties. I also believe that the Welcome Center will bring in more revenue not only to the Preservation Society, but also to Newport in general. Increasing the endowment is also very important to me because it can play a vital role, particularly if there is a down economy. Beyond the actual preservation of the properties, I believe the Preservation Society plays a major role in the life and economy of Newport.

The work of The Preservation Society of Newport County is not only important to our community, but to our country as a whole. We are the stewards of unique periods of American history and tell the story of men and women of every background. Visitors from around the world come to see our historic houses, their collections and landscapes.

The Preservation Society of Newport County captures the spirit of Newport and illuminates its significance from colonial times to the Gilded Age to today. This Campaign is our vehicle to continue to maintain our 11 properties and 88 acres of historic landscapes for future generations.

Through unceasing efforts to preserve, protect, and promote its extraordinary properties, the Preservation Society has created a living museum. The houses, their interiors, their varied collections, their gardens and landscapes, open a window into another age. Visitors and scholars from all over the globe are offered a unique experience of American cultural history and growth from the time of our nation’s founders through the era of the industrial titans of the Gilded Age. It is a true American Story. The Campaign gives us an opportunity to welcome them further, deepen their understanding, and enhance and ensure their experience for generations to come.

Campaign Co-Chairs

Dayton T. Carr

David B. Ford

Pierre duPont Irving
The Preservation Society of Newport County plans to build a welcome center at The Breakers (1895) commensurate with the property’s stature as an internationally recognized historic house museum and one of the five most visited historic houses in America. After a decade of work, the Board of Trustees has selected a design by Epstein Joslin Architects, Inc. of Cambridge, MA that meets sound historic preservation criteria while providing for the comfort and orientation needs of visitors.

Recovery of the original character of the landscape at the entrance of The Breakers is a major feature of the project. The landscape architecture firm Reed Hilderbrand of Watertown, MA has been commissioned to develop a plan to assess and protect the historic character of the site, including the preservation of historically significant specimen trees and plants and a rehabilitation of the perimeter landscape and historic path.

For more detailed information about the welcome center, please visit www.TheBreakersWelcomeCenter.org.

Top: South entry with Caretaker’s Cottage at left
Bottom: Lawn view with Caretaker’s Cottage at rear
Investing in Conservation and Collections

The Preservation Society oversees a collection of more than 55,000 artifacts — furniture, paintings, textiles, decorative arts objects, and more — that together represent three centuries of American cultural and artistic evolution. We must care for these artifacts in accordance with the best practices in the museum field. We also strive to reacquire objects original to our properties as they become available, so that we can restore the houses as closely as possible to their original appearance.

Building Our Endowment

Every year the Preservation Society faces a critical challenge: using an annual budget of $19 million to maintain historic properties valued at one billion dollars. A strong endowment will ensure that we can face that challenge with renewed confidence and vigor for generations to come. We will also establish a restricted endowment dedicated to a new Fellows program to support the work of emerging scholars.

Investing in the future...
The Preservation Society has thousands of stories to tell, many of them discovered and brought to light by young scholars on fellowship. We seek to support and expand this research effort with creation of The Elms Scholars Center and endowed Fund for Fellows.

These visiting scholars will live and work in The Elms Carriage House, which will be adaptively restored for use as a Scholars Center, becoming a focal point for the Preservation Society’s pioneering efforts in research and scholarship in history, design and preservation.

“There is a tremendous treasure trove of materials in various archives and collections in Newport that is available if the means can be found for bringing scholars and students to the town….I urge support of the center.”

-- Richard Guy Wilson, Commonwealth Professor of Architectural History, University of Virginia

The Elms Scholars Center
& Fund for Fellows

A Legacy of Advocacy
by Kaity Ryan, Public Policy Fellow

Through its Elms Scholars Program, the Preservation Society has embraced an innovative vision for the future of scholarship in Newport and beyond. I have been privileged to serve as one of the organization’s inaugural fellows.

Last year at this time, I was finishing a master’s degree in Historic Preservation at Columbia University’s Graduate School of Architecture, Preservation, and Planning. Newport looms large in the realm of architectural history and preservation. Naturally, when offered the Public Policy Fellowship with the Preservation Society, I was thrilled to have an opportunity to research, work, and live in Newport.

One of the great advantages that this city offers scholars—and preservationists in particular—is a deeply engaged community that understands and believes in the value of its heritage. This environment has allowed me to act as an advocate for specific preservation efforts rather than solely preservation as a cause. Consequently, my work has ranged from contributing to an inventory of historic gates and fences, to representing the Preservation Society in the municipal and state planning and regulatory processes, to helping to plan a visitor facility that sensitively respects The Breakers historic property, to leading a landscape enhancement project focused on one of Newport County’s most valuable cultural landscapes, Sachuest/Second Beach.

In my role as policy fellow, I have been afforded practical knowledge that could only be gained in the field. There is no better way to understand the challenges of policy making or the complexities of project management or the most effective advocacy approach than by participating in those processes.
Studying Hunter House

by Alice Dickinson, Decorative Arts Fellow

Last summer, I moved to Newport to begin a one-year position as the Preservation Society’s Decorative Arts Fellow. My charge was to research the Hunter House collection, share my findings through publications and lectures, and advise on the site’s installation and interpretation.

Having just completed a master’s degree at the Winterthur Program in American Material Culture, University of Delaware, I was eager to explore Newport’s 18th-century decorative arts and architecture and to conduct research that would directly impact the Preservation Society and its visitors.

“Legacy” continued

First-hand. This fellowship has granted me the opportunity to do so. It has also given me the time, resources, and access necessary to further refine my understanding of preservation, policy, and planning.

In exchange, my efforts have begun to shine new light on the Preservation Society’s potential to be a leader dedicated not only to preserving and promoting its fine collection of architecture, landscapes, and objects, but also dedicated to advocacy on a broader scale. A wide variety of constituents rely upon this organization to provide leadership in the preservation arena.

Since undertaking this fellowship, Katherine Warren’s name has come up time and again. Warren, along with a small group of like-minded citizen activists, founded the Preservation Society on the belief that Newport’s heritage is embodied in its physical fabric. And that fabric is an essential piece of American history. Warren’s legacy remains a beacon for the Preservation Society more than half a century later. Indeed, that legacy has helped guide my work with the Preservation Society and it will continue to do so in years to come.

My study is centered on the Point, the neighborhood around Hunter House, and the community of craftsmen that lived and worked there. I have sought to use the collection as a vehicle to examine personal networks between craftsmen and to explore the structure of workshops in Colonial and Federal America. With its furniture as a foundation, I have expanded the story of Hunter House’s collection to include local woodworkers, furniture makers, silversmiths, pewterers, and clockmakers. The landscape, building, interior architecture, and the fine and decorative arts inside are all keys to sharing the rich history of the Point with visitors.

“The Elms Scholars Center is the perfect vehicle to stimulate serious work. I enthusiastically endorse the Preservation Society’s plan.”

-- Brock Jobe, Professor of American Decorative Arts, Winterthur

The Preservation Society’s Elms Scholars Program not only encourages the scholarship of emerging professionals but upholds the Preservation Society’s mission of protecting, preserving and presenting its houses and landscapes. Participants are ambassadors for the collections, sites, and institution as a whole.

In the short time that I have been in Newport, I have surveyed the collection at Hunter House, created a database for studying the interior architecture and paneling, and written extended entries for the pewter collection. I have worked on the loan exhibition for the Winter Antiques Show; published an article in Antiques and Fine Art; and presented at the Winter Series and Newport Symposium. As a young professional I have benefited from the opportunities to share my research. But the highlight has been working with colleagues in Newport and the Northeast. My research has taken me to museums, libraries, and archives, and afforded me occasions to learn from others in the field.

Working for the Preservation Society has broadened my understanding and appreciation for the role of architecture and landscape in the interpretation of history. Every time I approach a Preservation Society house, I am struck by its location. These sites have the ability to illustrate histories, tell stories, and participate in dialogues that are otherwise inaccessible. Material culture — landscapes, buildings, objects — permits access to our collective history. It is our job as participants in this history to protect and preserve it.
2013 Annual Fund Sets Record
by Anne Garnett, Senior Director of Institutional Advancement

Congratulations to Elizabeth Leatherman and Alice Ross, Co-Chairs of the 2013 Annual Fund and Preservation Society Trustees, who led a terrific team of volunteers to raise much-needed funding for projects, programs and tools for the Preservation Society.

The Annual Fund was started in 2000 and the 2013 Annual Fund campaign, which ended on March 31, set a record for the highest number of donors, with 809, and brought in the second highest total contributions, raising $732,845.

“Alice and I are elated and ever grateful to our wonderfully loyal and generous Annual Fund donors,” noted Elizabeth Leatherman.

Alice Ross shared that the enthusiastic assistance of their fellow Trustees Peter Damon, Angela Fischer, David Ford and Board Chair Donald O. Ross, motivated friends, both new and old, to support this year’s Annual Fund.

“The Annual Fund is our philanthropic life-blood. These unrestricted dollars enable us to address surprises – like the really brutal winter – and systematically tackle the seemingly endless and diverse “to do” list that faces us every day,” added CEO & Executive Director Trudy Coxe.

“Thank you! This is just terrific news,” said Jeff Curtis, Director of Gardens and Grounds, when told that, thanks in part to the Annual Fund, the Board approved the replacement of several well-worn trucks with the purchase of four new trucks and a delivery van for use by the gardens, grounds, properties and special events crews. These vehicles arrived just in time for spring cleanup at the Preservation Society and the start of another busy summer.

Great houses connect people to a nation’s heritage and open windows to another age. Your contribution to the Annual Fund helps us preserve the past and bring our shared heritage alive. Thank you.

To support the 2014 Annual Fund and learn about the many ways you can contribute to the Preservation Society, please contact Claire Phipps, Development Associate at (401) 847-1000 x142 or Cphipps@NewportMansions.org.

William H. Donner Foundation Awards $75,000
by Mary Kozik, Chief of Institutional Advancement

The Preservation Society recently received a grant of $75,000 in unrestricted funds from the William H. Donner Foundation, recommended to the Foundation Board by Trustee Christopher Kyle Roosevelt. The award will be applied toward construction of the Welcome Center.

This is the Preservation Society’s third and largest gift from the William H. Donner Foundation. We are deeply grateful to Christopher and his wife Virginia for their increasing advocacy of the Preservation Society and its mission, and look forward to seeing them become more involved in our projects, programs, and special events. In November, the Preservation Society hosted Virginia Roosevelt for a delightful half-day site visit that included stops at Kingscote, The Elms, and the roof of The Breakers, as well as lunch in the CEO’s office for a Comprehensive Campaign update. It was a wonderful opportunity for us to get to know better one of our newest and most generous philanthropic partners.

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National Trust for Historic Preservation President Addresses NTIS Conference at Rosecliff

National Trust Insurance Services (NTIS) welcomed Stephanie Meeks, President of the National Trust for Historic Preservation (NTHP) to a gathering of more than 60 underwriters, appraisers, and historic property owners at a three-day conference held at Rosecliff last fall. Attendees exchanged information on the unique attributes of historic structures and how to best manage them. Ms. Meeks toured several of the Preservation Society’s properties, and addressed the audience of historic professionals about NTHP’s “Commitment to the Mission” of preserving our national heritage. National Trust Insurance Services is a subsidiary of NTHP and provides insurance and valuation services for homeowners and historic organizations.

Other presenters at the conference included Jim Taylor, author and CEO of the Harrison Group, and executives from Fireman’s Fund, Freeman’s/ Pall Mall Auction Services and other restoration specialists. “It was such an impressive gathering of our industry,” said Brian Phoebus, Vice-President of NTIS. “It is unprecedented to have people from all sides of the preservation process learn and exchange best practices.”

“Historic properties are truly unique,” said Preservation Society CEO & Executive Director Trudy Coxe. “The special care they require is unlike anything else. We are fortunate to have National Trust Insurance Services and Fireman’s Fund as our insurance company, because they bring a thorough understanding of the craftsmanship, materials and special needs. This opportunity to meet our peers and business partners is so helpful to make sure that we are appropriately prepared for any emergency.”

Rodman Named Non-Profit Marketer of the Year by AMA

John Rodman, Director of Museum Experience for the Preservation Society, has been named Non-Profit Marketer of the Year by the American Marketing Association. As Director of Museum Experience, he oversees all visitor services, marketing and public relations activities.

The award nomination cited significant recent admissions and revenue growth at the Preservation Society, as well as long-term admissions recovery from improvements in the visitor experience. The nomination praised the creation of an integrated marketing and visitor service “Museum Experience” department, where all functions touching the public are coordinated using modern marketing best practices and digital technology. It also praised the reorganization of museum house operations, including introduction of professional line management teams, as well as the interdepartmental cooperation on tour development, including new audio tours at The Breakers and foreign language translations of all major audio tours.

The nomination also noted the long-term success of on-site marketing at The Breakers in expanding visits to the other properties of the Preservation Society.

John served for several years on the Board of the Public Relations and Marketing Committee of the American Alliance of Museums, and has lectured extensively on marketing, public relations and visitor services issues at regional and national museum conferences.

He earned a Bachelor’s degree in journalism from Boston University, and a Master’s degree in Public Administration from Harvard University’s John F. Kennedy School of Government. Prior to joining the Preservation Society in 1999, John had an extensive and varied career in broadcast journalism and government.
Bannister’s Wharf Store Celebrates 20th Anniversary

The Newport Mansions® Store at Bannister’s Wharf opened on June 26, 1993. That fall, the Newport Gazette stated that “The concept of the merchandise selection is to provide Newport County residents and visitors with a wide range of items that, regardless of price, reflect a level of taste and style.” The Bannister’s Wharf store continues that tradition today, offering exciting and unique products for all its visitors. Today the annual total sales at the Bannister’s Wharf Newport Mansions Store are second only to the store at The Breakers. The Preservation Society of Newport County appreciates all purchases made in our stores as they help to support our mission to preserve and protect the Newport Mansions.

New Online Shopping Experience Debuts

by Kate Botelho,
E-commerce Store Manager

The Newport Mansions® Stores have a new online identity. NewportStyle.net went live on November 1, 2012. While the bricks-and-mortar stores remain very successful, (generating over three million dollars in sales FY 2012-13) it was determined that the online store identity required updating to remain in line with changes in shopping habits and to appeal to a larger customer base. Working with Retail Pro, the company which provides the point-of-sale software used in the stores, the Preservation Society become a test subject for a new e-commerce solution that links the in-store inventory to online sales. Being a part of this Beta program provided considerable savings over hiring a company to create a new platform. To handle the transition of product from the old website platform to the new, a partnership was developed with the Community College of RI. CCRI interns helped to design and build the new site, while gaining valuable training in a real-world environment.

Customer feedback has been overwhelmingly positive. The new site is more user-friendly, providing more photos and product information. NewportStyle.net reflects the casual elegance and refined taste for which Newport is known. The online store showcases the Newport lifestyle, featuring gifts and products from home décor to fashion, jewelry to books and more. Visit today at www.NewportStyle.net
20th-Century Fashion at Rosecliff

As the summer playground to many of America’s wealthiest families, Newport was once a swirl of couture dresses in a seemingly endless string of balls and entertainments. The Preservation Society of Newport County’s annual costume exhibition at Rosecliff (1902) highlights 20th century fashion and the way designers marketed changing styles and silhouettes to American consumers. The pieces on exhibit are among the finest garments in the Preservation Society’s collection, from designers such as Chanel, Givenchy and Halston, among others.

Among the highlights is a 1925 evening gown by Callot Soeurs of Paris. With its straight profile, this evening dress epitomized the style of the period. The increasing popularity of automobiles and dance crazes such as the jitterbug necessitated shorter hemlines and ushered in a new silhouette for the 1920s. Heavy corsetting and layers of skirts were out, girdles and bras that flattened out the figure were in.

From the late 1930s to the mid ‘40s, dresses were back to having a more defined waist and fuller skirt to emphasize the female figure. The exhibit includes a 1941 tea party dress made of cotton organdy which demonstrates this style. Additional highlights include a 1965 red skirt suit by Chanel, a 1985 cotton organdy pant suit with glass beads by Halston, and a wool cocktail dress by Givenchy from the 1990s.

The exhibit is on display in the Lesley Bogert Crawford costume galleries on the 2nd floor of Rosecliff through November 22, 2013.
The Preservation Society had the honor of creating the loan exhibition for the 2013 Winter Antiques Show at the Park Avenue Armory in New York, which ran from January 25 to February 3. Newport: The Glamour of Ornament featured more than 50 of the finest and most important objects in the Preservation Society’s collections. Commenting on the exhibit, Winter Antiques Show Chairman Arie Kopelman said, “We’ve never had a loan installation quite as dramatic, but isn’t that what Newport is all about?” More than a thousand attendees at the Opening Night Party seemed to agree.

1. A view of one corner of the exhibit
2. Claudio and Debra Del Vecchio, Honorary Co-Chairs of the loan exhibition
3. Barbara and Duncan Chapman, Preservation Society Chairman Donald O. Ross and Lady Henrietta Spencer-Churchill, also an Honorary Co-Chair of the loan exhibition
4. New York City Mayor Michael Bloomberg with The New York Times’ Bill Cunningham
5. Eaddo Kiernan and Archbold van Beuren
6. Winter Antiques Show Chairman Arie Kopelman and Vice Chair Lucinda Ballard during the afternoon prep
7. Martha Stewart visits the exhibit
8. Frederick and Candace Beinecke, Alice Ross, Mary Van Pelt and Mary Kozik at a reception hosted by the Beineckes for donors
9. The exhibit design by Jeff Daly replicated The Breakers Great Hall
10. Loan Exhibition Committee Co-Chairs Alice Ross and Mary Van Pelt

Photos by: corbettphotography.net
Mary Kozik
NEWPORT MANSIONS WINE & FOOD FESTIVAL

SEPTEMBER 20-22, 2013

The Elms, Marble House & Rosecliff
Newport, Rhode Island

Featuring Special Guest Chefs
Michel Richard and Alex Guarnaschelli

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