

The Woodstock Foundation, Inc.
Billings Farm & Museum

2018 REPORT





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Marsh-Billings-Rockefeller National Historical Park

The Woodstock Foundation operates in partnership with the Marsh-Billings-Rockefeller National Historical Park, which was created by a gift to the American people by Laurance S. and Mary F. Rockefeller. The Billings Farm & Museum provides an information desk, as well as parking and other facilities. The Foundation also holds and manages a fund for preserving the Park's historic resources.



The Woodstock Inn & Resort

In a major bequest from the estate of Laurance S. Rockefeller, ownership of the Woodstock Inn & Resort was gifted to the Woodstock Foundation in 2008 to support the Foundation's charitable purposes. The Inn will continue to serve as an anchor for the preservation and economic vitality of Woodstock village and its significance as a cultural heritage tourism destination.

WOODSTOCK FOUNDATION

BOARD OF TRUSTEES

Ellen R. C. Pomeroy, Chair

Salvatore Iannuzzi, Vice Chair

David A. Donath, President [retired 6/2018]

David M. Simmons, President

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John Hallowell, ex officio [effective 6/2018]

Gary Thulander, ex officio [until 6/2018]

MISSION AND PURPOSE

The Woodstock Foundation, Inc. promotes conservation, sustainable land use, and heritage as values that are essential to culture, community, and the human spirit.

The Woodstock Foundation explores the integration of conservation, heritage, and human values, while advancing programs, projects, and collaborations for the benefit of the general public within the State of Vermont and nationally. Recognizing that an appreciation of nature, beauty, and heritage are essential to our sense of culture and community and to lift and inspire the human spirit, the Foundation reflects the broad-based philosophy and vision of its founders, Laurance S. and Mary F. Rockefeller.

Message from the Chair

When thinking of 2018, in my mind I see a magnificent slide show ranging from the animated images of the Billings Farm & Museum's 35th anniversary celebration to beautiful views of the Farm in the stillness of winter. Those of you who visited our special corner of Woodstock this past year or who follow the Farm & Museum on Facebook will recall your own favorite images, all of which illustrate the vibrancy and beauty of the Farm & Museum in every season.

Visitors this past year also witnessed the sights and sounds of construction, as staff laid the groundwork for finding new and better uses for our facilities. The refurbished Activity Barn will offer a four-seasons program and special event space, and the Learning Kitchen will permit entirely new programmatic opportunities focusing on food. We are excited for the possibilities!

The Billings Farm & Museum has long been noted for its high quality and authentic daily offerings, special events and school-related educational activities. We heard your requests, however, for more variety and we are "raising the bar" to stay current, to expand our audience base, and to attract returning visitors and members. The staff has created new programs, made plans for new thematic gardens and has even ventured into children's literature with the publication of Huck's Way Home. The list of products made from our premium Jersey milk has been expanded and now includes that perennial favorite, chocolate milk.

We intend to keep moving the bar upwards in 2019, so that we can expand our engagement with you – our visitors, supporters and friends.

Ellen R. C. Pomeroy
Chair, Woodstock Foundation

DAVID DONATH — AN APPRECIATION

Long-term President of the Woodstock Foundation and Executive Director of Billings Farm & Museum, David Donath, retired at the end of June 2018. We are delighted that in his role as President Emeritus, David will continue to research and write, expanding our historical understanding of this “place in the land.” The following Resolution, adopted by the Woodstock Foundation Board of Trustees, captures the impressive expanse of David’s many contributions, for which we are forever grateful.



RESOLUTION OF APPRECIATION

WHEREAS, David A. Donath has long been an integral part of the Woodstock Foundation and the Billings Farm & Museum, having been first hired by Laurance S. Rockefeller in June 1985 as Director of the Billings Farm & Museum; and

WHEREAS, David developed the initial plan for the Billings Farm & Museum and guided it through its early years; and

WHEREAS, David's vision and work were recognized by his appointment to the Woodstock Foundation's Board of Trustees in 1991 and his elevation to Executive Director of the Billings Farm & Museum in 1995; and

WHEREAS, David's continued leadership resulted in his becoming a member of the Woodstock Foundation's Executive Committee in 1995 and being named President of the Woodstock Foundation in 1997; and

WHEREAS, David oversaw the historically-accurate award-winning restoration of the Billings Farm & Museum's 1890 Farm House and the development of the Billings Farm & Museum's Visitor Center and Theater; and

WHEREAS, David was an important member of the team that worked with the National Park Service to develop the plan for Marsh-Billings-Rockefeller National Historical Park, creating a strong partnership with the National Park Service leading to coordinated public programs; and

WHEREAS, David was a significant member of the team responsible for creating the Academy Award®-nominated documentary film by Charles Guggenheim, *A Place in the Land*, introducing visitors to both sites; and

WHEREAS, through David's leadership and vision the Billings Farm & Museum is recognized as one of the country's outstanding outdoor history museums and education centers and the "gateway to Vermont's rural heritage;" and

WHEREAS, his coordination with the Woodstock Resort Corporation has helped the community of Woodstock be recognized as a prime destination for tourism, thereby supporting and strengthening its economic base;

NOW, THEREFORE, be it resolved that the Trustees of the Woodstock Foundation hereby recognize and express their deep appreciation for David's many significant contributions to the creation, development and mission of the Billings Farm & Museum and to the Woodstock Foundation's vision for the sustainability of Woodstock, Vermont.

Adopted by the unanimous action of the Woodstock Foundation Board of Trustees on June 26, 2018.



JUNE 24, 2018



ABOVE: *Huck's Way Home* author and illustrator, Kristina Rodanas, right, and Hannah Deome reading the book to a large audience.

BELOW: David Simmons, Executive Director, receiving 35th Anniversary commemorative plate designed and produced by noted local potter, Miranda Thomas.

FACING PAGE, TOP ROW: Milk-off competition with David Simmons, left, and Anson Tebbetts, Vermont's Secretary of Agriculture, Food & Markets, right.

MIDDLE ROW: Captivated visitors listening to musicians Tom MacKenzie and David Carpenter. David & Anson show who won the milk-off.

BOTTOM ROW: Robert Olson, magician, entertains the crowds with 19th century magic. Visitors enjoying our new Animal Ambassador program.

Photos courtesy of Nancy Nutile-McMenemy and BFM staff.







BILLINGS FARM & MUSEUM

The centerpiece of the Woodstock Foundation is the Billings Farm & Museum, an operating dairy farm that continues a 147-year tradition of agricultural excellence. As the premier gateway for interpreting Vermont's rural culture and agrarian heritage, Billings Farm offers diverse, interactive programs that focus on rural life, work, and land stewardship as reflected in the traditions and values of 19th century farm families and as revealed in Vermont's rural history. They showcase the progressive improvements advanced by Frederick Billings during the late 19th century. The Farm & Museum features the farm of the historic Billings estate and serves as the agrarian counterpart to Marsh-Billings-Rockefeller National Historical Park.

MISSION

Inspiring and engaging generations through shared stories of Vermont's rural culture and our continued practice of responsible agriculture.

President & Executive Director's Message

The year 2018 marked the 35th anniversary of Billings Farm & Museum. We celebrated this special event on June 24th with invited speakers, music and magic, an abundance of special hands-on programs, Woodstock Inn & Resort-made Billings Farm Butter Cheddar grilled cheese sandwiches, and more. The anniversary offered a notable occasion both to reflect on the past and look to the future of Billings Farm & Museum.

During 2018, we honored the more than three decades of service and leadership by Woodstock Foundation President, David Donath, who retired at the end of June; we recognized his many accomplishments in building the Farm & Museum to the world-class position that it now enjoys. The year also offered another rare and exciting moment to look into our past – to see for the first time, images of Billings Jerseys more than a century old, together with other Woodstock and worldwide images, captured on film by Billings family members. A 2018 project to digitize more than 400 cellulose nitrate negatives discovered within the Billings Family Archives made possible the viewing of images hitherto unknown. Of particular interest are photographs from the family's trip to the 1893 Columbian Exposition in Chicago. The digital images join many thousands of photographs, letters and papers in the collections of the Woodstock Foundation that were used during the year by more than 100 researchers.



Some elements of the Billings Farm landscape have remained unchanged over the past century – including those seen in the nitrate negatives – while others, both inside and outside, have evolved. Change was the watchword at Billings Farm & Museum during the year, as we completed several major facility projects, all designed to provide more exceptional experiences for our guests. The main parking lot was resurfaced, better lighting installed, its underground drainage improved, and vistas expanded; a state-of-the-art Learning Kitchen was created within the former Education Room space; the Visitor Center restrooms were completely renovated; and the interior of the Activity Barn was reconfigured to optimize daytime and evening use of that compelling space. In the coming year, the Barn will be improved still further, with the addition of more windows, insulation, and an energy-efficient heating and cooling system. Other anticipated projects are a heifer barn to be constructed behind the cow barn, which will provide much-needed space for the younger members of the Billings herd and a place for additional visitor engagement with livestock. Thanks to a generous grant received from the SpringRiver Private Foundation Trust, a new garden shed will become an additional focal point for our garden education programs during 2019.

In tandem with these outward, tangible markers of change, Billings Farm & Museum staff continued to create new programs and experiences for our guests. Three thematic education gardens offered new layers of interpretation to our well-established garden program; Draft Animal and Dairy Month events provided new perspectives on our agricultural heritage and, importantly, engaged 4-H participants as part of a long-term partnership; hand-milking of a very patient cow was added to the range of visitor experiences, as was meeting new Berkshire pigs and goats; and a new Junior Farmer Camp introduced our younger generation to the many dimensions of farming and care of livestock.

With funds generously donated through the Billings Farm & Museum 2017 Annual Fund, we were very pleased to extend the powerful and immersive farm experience to school groups who would otherwise have not been able to come. During 2018, we subsidized the visits of more than 300 students from underserved schools and are on track to increase that number in the coming year. It is our strong conviction that we make a classroom visit to Billings Farm & Museum available to all students, regardless of their ability to pay.

Visitors to the Farm & Museum during 2018 were able to sample a new variety of Billings Farm cheese – Smoked Cheddar, now a favorite of many – and take home bottled creamline and chocolate milk, all sourced entirely from our Jersey herd. Guests, and those farther afield, were also treated to a delightful new children's book, *Huck's Way Home*, written and illustrated by Billings Farm & Museum staff member and noted author, Kristina Rodanas. Kristina's artistry is also reflected in the Farm & Museum's new logo, introduced in 2018, which helps re-frame our identity as a farm-based experience.

As we look to the future, we will expand and strengthen the already rich range of activities at Billings Farm & Museum – this special “place in the land” – where, at every turn, our talented staff engagingly weave historical context, farming and husbandry, and stewardship into compelling and memorable experiences for our guests. We are most grateful to our members, donors, friends, and guests whose support is both significant and inspirational as we look ahead to the next 35 years and beyond.

David M. Simmons
President, Woodstock Foundation
Executive Director, Billings Farm & Museum

Billings Farm

During 2018, Billings Farm & Museum formally adopted a code of ethics for the Farm, a living document that serves as a daily guidepost for all that we do on the farm and beyond:



BILLINGS FARM CODE OF ETHICS

Billings Farm is founded on principles of agricultural excellence, conservation, education, and historical and cultural preservation. We believe in the mission of our organization and understand the importance of Billings as an educational institution, providing visitors with unique insights into the dairy industry and our way of life. As members of the Billings Farm team, we understand the many dimensions of this place, and our unique role as farmers, stewards, educators, and ambassadors:

AS FARMERS, we must strive to ensure that we meet each day with integrity, passion, dedication, honesty, and perseverance. Our animals must be treated equally, with dignity and respect, and given the best care possible. Jerseys should be bred for health, stature, and longevity as much as production; our herd should be a byword for superior genetics and breeding, and the milk they produce must meet the highest standards in both milk safety and quality.

AS STEWARDS, we must look beyond ourselves to the wider Billings community, treat staff and visitors with respect and aim every day to do what we can to improve the farm. The buildings should be neat, clean, and well-kept, the animals healthy and happy, our team working together to accomplish tasks and support each other. We must strive to manage the farm and our resources effectively, preserving and strengthening the local environment and ecosystems.

AS EDUCATORS, we must set out to teach and instruct our visitors, giving them important insights into our work and way of life. If they seem lost, distressed, or have a question, we should engage them without being prompted. We must respond to criticism with measured answers and helpful qualifications and know when to politely excuse ourselves. We must also educate within the farm, giving our teammates any advice or training necessary for them to accomplish each task and goal with success.

AS AMBASSADORS, we must represent Billings when away from the farm, and understand that our actions have an impact on the way we are viewed by the public and wider agricultural community. We must be courteous and fair in dealings with other farms and organizations and try always to present Billings Farm in the best light possible.

4-H Clubs

2018 saw the formation of a strong relationship between local 4-H clubs and Billings Farm. In addition to providing space for a local 4-H club to sell food during several of our events – as a fundraiser to help them continue their important work – we organized and hosted our First Annual Youth Invitational Dairy Show in June. Youth exhibitors from around the area brought their show animals to Billings Farm, offering the public a two-day opportunity to witness showmanship and dairy cattle judging as well as providing the youth exhibitors early-season experience ahead of their other shows of the year. This event was a great success, well-received by the public, and much appreciated by the young exhibitors.

Shows

This year, the Billings Farm show string returned to Addison County Field Days for our yearly State Jersey Show. We did exceptionally well, being named Premier Breeder and Premier Exhibitor. Following this success, we exhibited once again at the Eastern States Exposition in Springfield, Massachusetts, where our cows placed very well, and we were awarded First Place Herdsmanship of the Jersey show. Billings-bred cows that have been sold to new owners also continued to fare exceptionally well in the show ring, their success reflecting positively on the Farm and the herd. For example, Billings Impression Backstage-ET EX-91 was named the All-American Junior three-year-old cow at the All-American Jersey Show in Louisville, Kentucky.

New Dairy Products

Smoked Cheddar—Continuing Billings Farm's commitment to producing high-quality dairy products sourced solely from the milk of our Jerseys, we were proud to introduce our Smoked Cheddar in 2018. This delicious new variety of cheese joins the three already offered in collaboration with the renowned Grafton Village Cheese Company. Now one of our top sellers, Billings Farm Smoked Cheddar is a mild, raw-milk butter cheddar with a creamy texture and distinctive smoky flavor that's carefully aged at least 60 days.

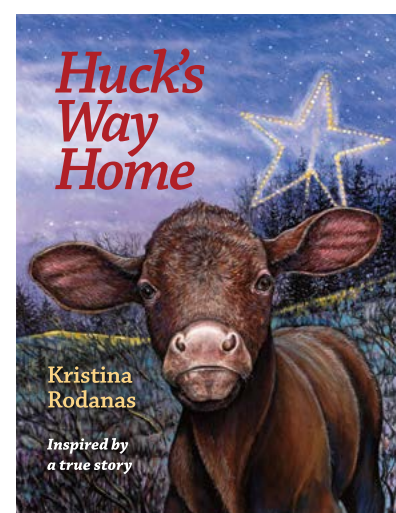
Norwich Farm Creamery Partnership—Billings Farm & Museum is delighted to announce an exciting new partnership with Norwich Farm Creamery (NFC), a local micro-dairy specializing in creating small-batch creamline milk, chocolate milk, ricotta cheese, and yogurt. Beginning in December of 2018, all NFC products are made exclusively from the protein- and high butter fat-rich Billings Farm milk. NFC's artisanal products are currently available in the Billings Farm & Museum Gift Shop and Dairy Bar, and at a growing number of businesses around the Upper Valley.

Huck's Way Home

One of our key moments this year has been the launch of *Huck's Way Home*, an acclaimed children's book released in November 2018.

Written and illustrated by Kristina Rodanas, author of more than 25 books for children including *Dragonfly's Tale*, *Dance of the Sacred Circle*, and *The Blind Hunter*, *Huck's Way Home* tells the heartwarming story of a young calf trying to find his way home and the adventures he has along the way. Inspired by true events, the book describes the incredible journey of Huck, a week-old American Milking Devon steer, who ran away within minutes of his arrival at Billings Farm and spent 24 hours wandering the paths and hills of Woodstock looking for his way back.

Sales have been extremely successful so far, with many of Vermont's leading bookstores stocking *Huck's Way Home* and the book becoming the second-most sold title of the year in Woodstock's The Yankee Bookshop. In 2019, plans are afoot to promote *Huck's Way Home* to new audiences, utilizing our Facebook presence to sell copies directly online.



Education Programs

Billings Farm & Museum presents Vermont farm life as history, science, traditional culture, and human interaction with the environment. During 2018, we welcomed 3,747 school children to the site to explore these themes under the tutelage of our exceptional interpretation and education staff. One hundred forty-nine of these students participated in our two homeschool programs: “History Through Reading Objects” during the Spring and “Season’s Eatings” in the Fall. And over 100 preschool children participated in Story Activity Time programs in May, July, and September. Forty-seven students also enjoyed participating in Billings Farm & Museum programs in their own classrooms as part of our ongoing outreach effort to the region’s schools.

Underserved Audiences

During 2018, we continued to share complimentary admission with 13 different local social service organizations, allowing families and individuals who used the organizations’ services to visit Billings Farm & Museum free-of-charge.

Thanks to generous donations to the 2017 Annual Fund, we were able, for the first time, to fund a substantial number of field trips to Billings Farm & Museum for underserved schools in Vermont and New Hampshire. Among the students who joined us in Woodstock this year were 332 children from eight different schools whose visits were made possible thanks to scholarship funds. Scholarships included free admission for all students as well as a grant to cover bus transportation costs. Scholarship-qualifying schools include those with Title One status from the state and/or having 40 percent or more of their students qualifying for free or reduced-cost lunches.

Among schools visiting Billings Farm & Museum on scholarship was the NewBrook Elementary School of Newfane, Vermont, which came during November of 2018. A post-visit letter of appreciation by third grade teacher, Kristen Pannone, reflects upon the learning, enjoyment, and kindness she and her fellow teachers and students experienced during their day at Billings Farm.



Dear Billings Farm,

Since our field trip on Thursday, November 8th, I have sat down and tried to write this email so many times. To say that I am thankful, is an understatement, to say the least. I continue to struggle to find the words to truly express my appreciation and gratitude. By providing our school with a grant to cover the cost of our admission fees, and most of our bus fare, you really and truly offered our students an opportunity they will never soon forget.

As a teacher, I have worked fifteen years, dedicating myself to my students. In the past fifteen years, I have planned and attended countless field trips. Through all the chaos and last-minute problems, I have managed to come out on the “other side.” Which is my way of saying, I survived. I cannot truly say that I have ever enjoyed a field trip, until now. You, your staff, and your facility, truly made this trip unforgettable. For this, I thank you all from the bottom of my heart.

To prepare for the trip, as suggested, [we] divided our combined classes into four groups. When we arrived a few minutes late, I was impressed, to say the least, when Tiana welcomed us and handed each adult group leader their own individualized schedule of “work stations.” It was as if you all truly understand that teachers appreciate organization and planning. The attention to detail in this schedule alone, spoke volumes. Each group was then taken off to their first station as I marveled at the tables and tablecloths already laid out for our scheduled lunch.

Your staff members, who clearly enjoy what they do, effectively guided students, teachers and adults towards a true understanding of life on an early farm. We worked together to make butter, use a two person saw to cut wood, learn to sew using old fashioned sewing cards, bake cookies in a wood burning stove, learn to efficiently shuck corn, and learn to care for farm livestock. I learned alongside my students, as I marveled at the sounds of their laughs and observed their radiant smiles.

When it came time to eat lunch, we immediately realized that a lunch for a student with allergies, was mistakenly not packed by our school. Upon this realization, and noticing my sudden panic, Tiana, a truly wonderful Billing Farm staff member, immediately volunteered to help. To my amazement, she went and retrieved eggs, then proceeded to make this student their own scrambled eggs. In fifteen years teaching, I have never seen a member of a field trip site, become that invested in “my students.” Tiana, immediately demonstrated why Billings Farm is a true “gem.” Billings Farm staff, truly treat children and adults like they are “part of a family.” The Billings Farm family.

Again, I struggle now to find that my words are enough. You all provided us with a grant that made this opportunity possible. My children, my school, and my colleagues thank you. I will work tirelessly to ensure other educators hear about the great things happening at Billings Farm.

A huge thank you to all who made possible our visit to Billings Farm & Museum. And a special thank you to Tiana, as well.

Sincerely,

Kristen Pannone

New Events & Programs

The year 2018 brought Billings Farm & Museum's first ever **Draft Animal Day**. Local 4-H teams of working steers and oxen demonstrated teamster techniques, while experienced teamsters plowed in the farm fields with their large teams of draft horses and oxen, offering visitors the opportunity to see powerful draft animals in action.



■ June was **Dairy Month**, and each weekend we celebrated a different dairy animal – sheep, goats, and cows. We made and sampled delicious dairy treats from their milk and brought in local soap and cheesemakers to share how they use dairy to make their products.



■ New this year was the **Junior Farmer Camp**. For two one-week sessions in the summer, we hosted groups of 8–12 year-olds on the farm to learn what it takes to be a farmer. Campers spent plenty of hands-on time with animals while exploring topics like dairy, gardening, tractors, and draft animals. On their last day, campers shared what they learned in a “show” for their families. The new camp was a huge success, and both sessions were sold-out with waiting lists.



Learning Kitchen

■ Another new initiative was our **Education Garden**, which bloomed with three different plots this summer: the “Pollinator Garden” attracted attention from local bees, butterflies, and visitors; the “Victory Garden” offered a glimpse back to Billings Farm activity during WWII; and the “Pizza Garden” provided ingredients for a farm-fresh pie. In addition to using produce from the gardens in museum programming, we donated over 80 pounds of fresh vegetables and fruits to the local food shelf, joining the farm-fresh eggs and milk donated by the Farm.

■ Billings Farm & Museum’s brand-new **Learning Kitchen** was completed late in the summer of 2018. By year’s end, it had hosted cheese and butter-making demonstrations and Thanksgiving pie crust-making activities. Look for new farm-to-table culinary programs coming in 2019, featuring fresh, seasonal ingredients and dairy from our farm.

Thanks to a generous grant from the SpringRiver Private Foundation Trust, the kitchen was outfitted with child-size, safe cooking utensils so everyone in the family can get involved. Funding from the Trust also helped strengthen interactive educational programming at Billings Farm & Museum during the year, including the Junior Farmer Camp and our Education Garden.

■ Throughout the year we offered **three different themed tours with the Marsh-Billings-Rockefeller National Historical Park**. We continued to offer our popular Farm House/Manor House and Garden Tours and added a new “Life and Death Tour” in October. This tour explored Victorian Mourning Traditions and the lives and deaths of people on the Billings Farm and the Billings Estate.



Woodstock Vermont Film Series

In 2018, Billings Farm & Museum welcomed award-winning filmmaker Jay Craven as its director and curator of the Woodstock Vermont Film Series.

Craven, a recipient of Vermont’s celebrated Governor’s Award for Excellence in the Arts, has made nine feature films, five documentaries, and a New England Emmy-winning comedy series, “Windy Acres,” for public television. He teaches screenwriting and directing at Sarah Lawrence College, after having led the Marlboro College film program for twenty years. Craven directs Kingdom County Productions, with Bess O’Brien, and established St. Johnsbury’s Catamount Arts organization in 1975, initially as a travelling film series.

Craven’s wealth of experience as a respected filmmaker, teacher, and producer, brought a new element to our ever-popular series and the opportunity to expand our film offerings into the summer months. Our film buffs were treated to an array of newly released films such as *Bombshell: The Hedy Lamarr Story*, *The Dawn Wall*, and *Landfill Harmonic*. Through Craven’s connections, the Farm & Museum partnered with the Middlebury New Filmmakers Festival to bring to our screen *All the Wild Horses*, the world’s longest and toughest horse race, and *Dateline: Saigon*, the documentary profiling the controversial reporting of five Pulitzer Prize winning journalists during the early years of the Vietnam War.



Collections

We received an exciting addition to the collections of Billings Farm & Museum in 2018. Nancy Aitken Holt Wiggins, great-granddaughter of George Aitken (Billings Farm Manager, 1884-1910), donated two items related to the September 23, 1911 wedding of her grandmother, Marion Allen Aitken, George Aitken's daughter: an ivory bound prayer book (see photo below) containing witness signatures from the Aitken and Billings family and a seven-piece, fluted-urn form, sterling silver tea service, which was, according to family lore, given to her on her wedding day by the Billings family. We are delighted to receive these gifts, which have a direct link to the family living in the 1890 Farm Manager's House and to the Billings family.



Community Programs

As part of our commitment to the Woodstock community and beyond, we hosted or participated in the following programs and meetings in 2018:

4-H Clubs
 Americorps
 Cabot Creamery Cooperative
 Canon Envirothon¹
 Community Garden²
 Farm to Ballet Project
 Ottauquechee Natural Resources Conservation District
 Ottauquechee Riverbank Restoration Project
 Student Conservation Association
 Silver Lake Progressive Club
 Taste of Woodstock
 Trek to Taste¹
 Vermont Attractions Association
 Vermont Cheesemakers Festival
 Vermont Coverts
 Vermont Dept. of Tourism and Marketing
 Vermont History Day
 Vermont Public Radio: Tell Me More Tour
 Vermont Youth Conservation Corps
 Vital Communities
 Woodstock Emergency Services
 Woodstock Community Food Shelf
 Woodstock Community Visioning Project
 Zack's Place

¹ co-sponsored by Marsh-Billings-Rockefeller National Historical Park

² co-sponsored by Sustainable Woodstock

Board, Committee, and Membership Participation

Agri-Mark, Inc.	National Trust for Historic Preservation
American Alliance of Museums	New England Museum Association
American Association for State and Local History	Okemo Valley Regional Chamber of Commerce
American Cheese Society	Park for Every Classroom Conference
American Jersey Cattle Association	University of Vermont Extension Workshop
Association for Living History, Farm and Agricultural Museums	Vermont Advisory Council on Historic Preservation
Association for Preservation Technology International	Vermont Attractions Association
Connecticut River Watershed Farmers Alliance	Vermont Buy Local Market
Durel Executive Roundtable	Vermont Chamber of Commerce
Farm-Based Education Network	Vermont Cheese Council
Forest History Society	Vermont Council on Rural Development
Fort Ticonderoga	Vermont Dairy Conference
George Wright Society	Vermont Farm Bureau
Hanover Chamber of Commerce	Vermont Fresh Network
Hartford Area Chamber of Commerce	Vermont Historical Society
Historic Windsor, Inc. & The Preservation Education Institute	Vermont Jersey Breeders Association
Jamestown-Yorktown Foundation	Vermont Tourism Network
Killington Pico Area Association	Vermont Working Lands Coalition
Local First Alliance	Woodstock Area Chamber of Commerce
National Parks Conservation Association	Woodstock Area NonProfit Network
	Woodstock Associates, Inc.



Media / Promotion

The Farm & Museum continued to benefit from significant media coverage locally, regionally, and nationally. Broadcast media highlights included a feature on the 32nd Annual Quilt Exhibition, airing live on the ABC22/Fox 44 morning show in Burlington, Vermont; “Why is the Milk White?”—an interview with Coordinator of Interpretation & Education, Christine Scales, as part of Vermont Public Radio’s *But Why: A Podcast For Curious Kids*; and Christmas in Vermont, a Scranton, Pennsylvania, ABC affiliate’s three-part program featuring Christmas in Woodstock, the Woodstock Inn & Resort, and Billings Farm & Museum. Significant print media coverage included pieces in *McCall’s Quilting Magazine*, the *Country Sampler Farmhouse Style Magazine*, the *Valley News*, *Vermont Standard*, and the *Woodstock Magazine*.

Social media also played a vital role in communicating the Billings Farm & Museum message both regionally and nationally, with our Facebook presence showing sustained growth and activity to maintain its position as one of the most active in Vermont. By year’s end, the Billings Farm & Museum Facebook page had garnered over 36,000 “Likes” in total along with hundreds of “Comments” and “Shares” every week. On Facebook, our brand continues to attract

both established and potential visitors through highly-immersive content, combining engaging imagery with a mix of informative and fun copy to increase on-site visitation and educate our audience about issues relating to Vermont’s agriculture and rural history. The high-point of this effort is the continued partnership of the marketing, farm, and education teams working closely together to craft a series of “Did You Know?” posts designed to better inform our online audience about topics ranging from the role of farming in Vermont’s history to specific information about how we care for our animals. The most successful of these, designed to educate local consumers about the importance of buying Vermont-made milk, generated 200K impressions, 2,000 shares, and hundreds of comments to become one of our most valuable pieces of content thus far.

In video, Billings Farm & Museum continued our partnership with the Brattleboro-based videography firm, Mondo Mediaworks to create a series of new event shorts highlighting our Harvest Celebration and Halloween, due to be released in early 2019. We also worked closely with the Woodstock Chamber of Commerce to film and design the official video for next year’s Wassail Celebration.

VPR’s Melody Bodette and BF&M’s Christine Scales recording an episode of the podcast *But Why*.



Staff & Volunteers

Timothy Carson, *Farm Assistant*
 Amy Deome, *Teamster*
 Brian Deome, *Farm Assistant*
 Chuck Deome, *Farm Manager*
 Matthew Deome,
Assistant Farm Manager
 David Donath, *President Emeritus*
 Rachel Evans, *Farm Assistant*
 Margaretta Howe,
Manager of Visitor Services
 Emily Koetsier, *Collections Manager*
 Marian Koetsier,
Administrative Officer
 Jennifer Kopf, *Manager of*
Interpretation & Education
 Benjamin McLean, *Facilities Manager*
 Peggy McLean,
Visitor Services Assistant
 Barbara Milligan, *Associate Director*
 Tina Morgan, *Business Assistant*
 Thomas Remp, *Marketing Manager*
 Christine Scales, *Coordinator*
of Interpretation & Education
 David Simmons,
President & Executive Director
 Kristina Sprague,
Administrative Assistant
 Taylor Starr, *Farm Worker*
 Kyle Sykes, *Facilities Assistant*
 Leah Titus, *Lead Milker*
 Marjorie Wakefield,
Community Relations Coordinator
 Marianne Zephir,
Archives & Collections Specialist

Interpretative Staff

Melvin Aaron
 Pamela Arel
 Adele Bassett
 Catherine
 Baumgartner
 Juliana Beraldi
 Gabrielle Bourassa
 George Stuart
 Campbell
 Richard Carbin
 Ann D'Anna
 Barbara DeStefano
 Susan Feinberg
 Gregory Franklin
 Tod Guilford
 Marsha Hammond-
 Brummel
 Roy Hatch
 Brook Heston
 Kaelan Heston
 Susan Heston
 William Blake Heston
 Norine Hopewell
 Eileen Horner
 Rosemary Johnson
 Anjali Rose Karol
 Nancy Katz
 Emma King
 Britney Koetsier
 Elliot Kraut
 Frances Lancaster
 Ralph Lancaster
 Christine Lesinski
 Charles Lewis
 Linka Lewis
 Leland Mahood
 James McCarthy
 Harriot McGraw
 Alexandra Meberg
 Abigail Nickerson

Moira Notargiacomo
 Caroline Perkins
 Kara Polito
 Victoria Charlen
 Robillard
 Kristina Rodanas
 Caroline Shepard
 Jenney Silva
 Tiana St. James
 Elizabeth Usilton
 Haley Usilton
 Mary Watkins
 Benjamin Weatherill
 Lynne Weatherill
 Karen Weinstein
 Susan Westbrook
 Jenevra Wetmore
 Jane Wolfe

Farm Staff, Part Time

Morgan Betti
 Harvey Bumps
 Patty Davis
 Emily Deome
 Shelby Jaffe
 Curtis Lessard
 Julia Maki
 Andrew Palazzo
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