



*The National Museum of American History reopened in November 2008 after the most extensive renovations to its public spaces in over 40 years.*

# Report to the Board of Regents First Quarter, Fiscal Year 2009

April 2009



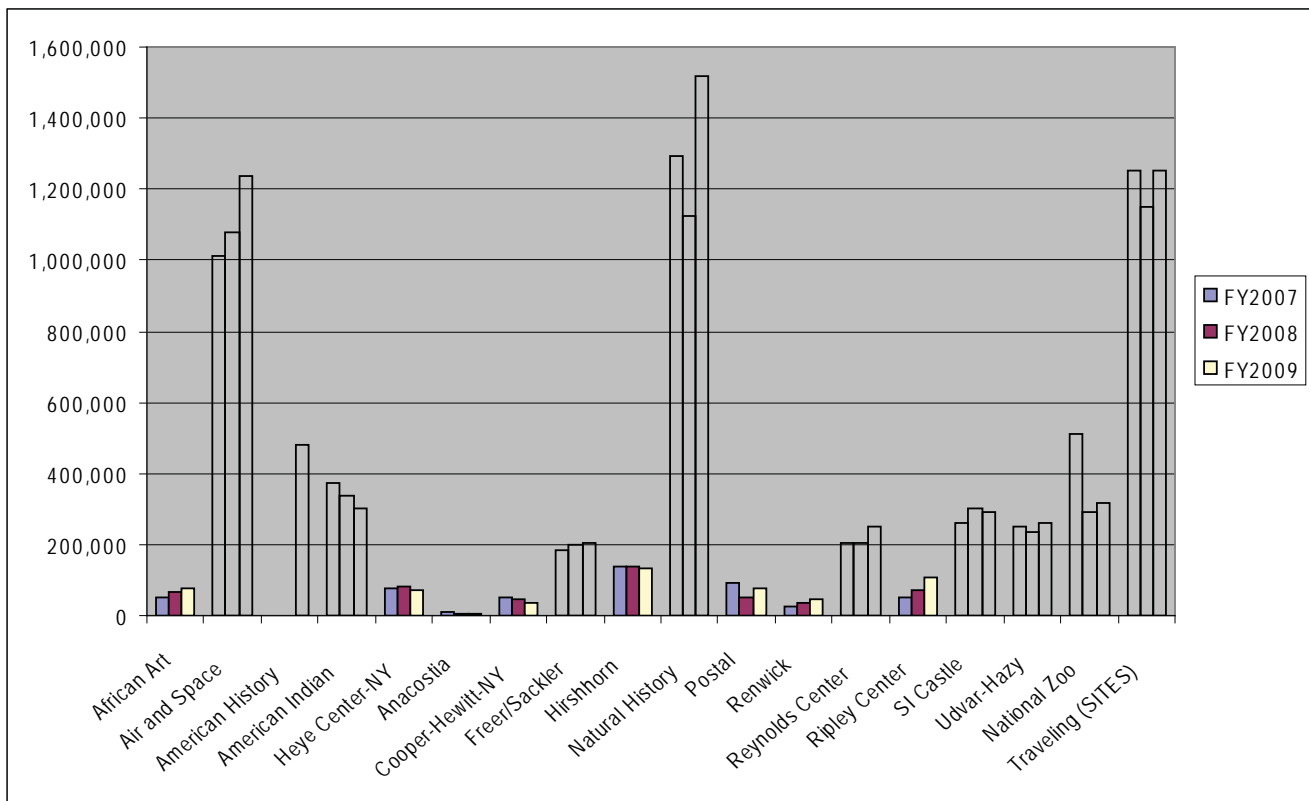
# Public Impact

## Visits to the Smithsonian

In the first quarter of fiscal year 2009, the Institution counted **5.4 million visits** to its museums in Washington, D.C., and New York CITY, plus the National Zoo and Steven F. Udvar-Hazy Center—up **27 percent** from the same period in fiscal year 2008. This dramatic increase is mainly due to the reopening of the National Museum of American History in November 2008.

The Smithsonian also counted approximately **1.25 million visits** to 57 traveling exhibitions mounted by the Smithsonian Institution Traveling Exhibition Service, on view in 380 locations in all 50 states plus the District of Columbia. (These figures include multiple sets of the poster exhibit *Earth from Space*, on display in schools, libraries, and museums across the country.)

**Visits to Smithsonian Museums and Traveling Exhibitions**  
Fiscal Years 2007, 2008, and 2009



## Smithsonian Online

Smithsonian Web sites logged **41 million visits** in the first quarter of fiscal year 2009, down about **9 percent** from the figure for the same period in fiscal year 2008.

The finale of “**Ghosts of a Chance**,” an alternative reality game from the Smithsonian American Art Museum’s Luce Foundation Center, attracted thousands of players online and hundreds of people to the Museum on October 25, 2008. The game received coverage in several national news outlets, including ABC.com, the *Washington Post*, and National Public Radio.

The National Museum of the American Indian and the Library of Congress worked with the National Postal Museum on a project for the Postal Museum's **Arago** Web site, gathering images and narratives to accompany Arago's digital images of stamps from the Museum's American Indian collection.

The National Museum of American History's Web site now features a visitor information page in Spanish and Spanish translations of information about selected exhibitions.

The Freer and Sackler Galleries launched their first online scholarly catalog, "**Ceramics in Mainland Southeast Asia**," featuring hundreds of objects that can be explored by material, place, or time period.

The Smithsonian Photography Initiative launched the second version of its *click! photography changes everything* Web site, which includes seven mini-documentaries on the power of photography (featuring Smithsonian experts) and an invitation to the public to contribute their own photos and essays.

The Smithsonian Institution Scholarly Press and Smithsonian Institution Libraries completed the digitization of legacy volumes of the **Smithsonian Contributions Series**—a total of 1,072 volumes (more than 107,000 pages) of research in a wide range of subject areas—and posted the PDF documents online.



A new **bilingual online information system** created by Smithsonian Tropical Research Institute marine biologist D. Ross Robertson and Coeus Knowledge Systems allows scientists, fishermen, conservationists, and other users to identify, read about, and map the occurrence ranges of over 1,200 tropical fish species.



## Exhibition Highlights

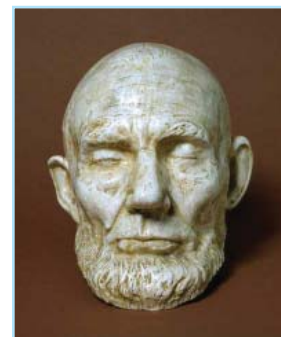
The **National Museum of American History** reopened on November 21, 2008, after its most extensive renovation in over 40 years. A spectacular new permanent exhibition, *The Star-Spangled Banner: The Flag That Inspired the National Anthem*, has drawn excited visitors into its gallery across from the Museum's Mall entrance. The Museum also offered a temporary display of Lincoln's original **Gettysburg Address**.

The National Portrait Gallery opened *One Life: The Mask of Lincoln* (November 7, 2008–July 5, 2009), which chronicles Lincoln's presidency and his use of photography to shape his identity as a national leader. It has received national media attention, including a feature in the *New York Times*.



*Fritz Scholder: Indian/Not Indian*, on display at both the National Museum of the American Indian Mall facility and its George Gustav Heye Center in New York City (October 29, 2008–August 16, 2009), presents 135 paintings, sculptures, and other works from one of the most influential Native American artists of the 20<sup>th</sup> century.

The National Museum of African American History and Culture presented *Road to Freedom: Photographs of the Civil Rights Movement, 1956–1968* in the International Gallery of the Ripley Center (November 8, 2008–March 9, 2009),



featuring nearly 200 unforgettable photographs. It was displayed along with a complementary show, *After 1968: Contemporary Artists and the Civil Rights Legacy*, which explored the continuing relevance of progressive social change in the art of a group of young artists born since 1968.

As part of the series “Puerto Rico at the Smithsonian,” the Smithsonian Latino Center presented *Posters from the Division of Community Education (DIVEDCO) of Puerto Rico, 1949–1989*, an exhibition of poster art by some of the island’s best-known graphic artists. It was on display from September 17, 2008, to January 18, 2009, in the Ripley Center.



*Georgia O’Keeffe and Ansel Adams: Natural Affinities* at the Smithsonian American Art Museum (September 26, 2008–January 4, 2009) highlighted these two artists’ appreciation of the natural world.



The Anacostia Community Museum premiered *Jubilee: African American Celebration* (December 7, 2008–September 20, 2009), which explores a wide variety of distinctive African American holidays and celebrations through images, artifacts, traditional songs and music, and folklore.

*The Panza Collection* (October 23, 2008–January 11, 2009) at the Hirshhorn Museum presented 39 important artworks from the late 1960s and early 1970s recently acquired by the Museum.

*Wall Stories: Children’s Wallpaper and Books* (October 3, 2008–April 5, 2009) at Cooper-Hewitt, National Design Museum explored the evolving relationship between wallpaper created for children and children’s books.



*Nature’s Best Photography: 2008 Windland Smith Rice International Awards* (November 8, 2008–May 3, 2009) at the National Museum of Natural History features 45 beautiful photographs that celebrate nature.

At the National Museum of African Art, *Desert Jewels: North African Jewelry and Photography from the Xavier Guerrand-Hermès Collection* (October 8, 2008–January 11, 2009) offered striking displays of jewelry and photographs by some of the region’s most prominent photographers.

The Sackler Gallery hosted *Garden and Cosmos: The Royal Paintings of Jodhpur* (October 11, 2008–January 4, 2009), a groundbreaking exhibition of newly discovered Indian paintings from the royal court collection of Marwar-Jodhpur.

*Lino Tagliapietra in Retrospect: A Modern Renaissance in Glass* at the Renwick Gallery (October 3, 2008–January 11, 2009) explored Tagliapietra’s work and contributions to the studio glass movement.

*Speaking of Art: Selections from the Archives of American Art’s Oral History Collection, 1958–2008* was on display from October 11, 2008, to March 15, 2009, at the Donald W. Reynolds Center.

*Picturing Words: The Power of Book Illustration* (November 21, 2008–January 4, 2010) opened in the Smithsonian Institution Libraries Gallery at the National Museum of American History, showcasing some of the finest illustrations from the collection of rare books held by the Libraries.

The Smithsonian Environmental Research Center has developed a **living aquarium display of near-shore Chesapeake Bay ecosystems**. The exhibit has proved popular with the more than 8,000 school children and 9,000 other public visitors who come to the Center annually.

## Collections Highlights

On November 10, 2008, the National Museum of Natural History celebrated the 50th anniversary of the gift of the **Hope Diamond** from jeweler Harry Winston. The legendary 45.52-carat blue diamond is the centerpiece of the Museum's National Gem Collection.



In December 2008 the National Portrait Gallery unveiled portraits of **President and Mrs. George W. Bush** to wide acclaim.



The National Museum of African Art's recent acquisition *Black Gold I*, a 2006 painting installation by the noted contemporary artist Yinka Shonibare, was put on view in the Museum's first-level mezzanine.

Thanks to a donation from Alan Graham, professor emeritus at the Kent State University, the Smithsonian Tropical Research Institute in Panama now houses the **Graham Palynological Collection**. With over 25,000 pollen slides, it is the most complete collection of neotropical pollen in the world.

The monumental sculpture *Modern Head* by Roy Lichtenstein was installed outside of the Smithsonian American Art Museum. It was generously given to the Museum by Jeffrey H. Loria in memory of his sister, Harriet Loria Popowitz.

The National Air and Space Museum deaccessioned a **B-17G** from its collections and transferred it to the Mighty Eighth Air Force Museum in Savannah, Georgia.

## Education, Event, and Public Program Highlights

The three-day reopening festival for the **National Museum of American History** began with a ribbon cutting ceremony featuring former Secretary of State General **Colin Powell** reading the Gettysburg Address. The festivities, which featured musical performances, living history interpreters, and other programs and events, drew over 77,000 people.



The Museo de Arte de Puerto Rico, a Smithsonian Affiliate in San Juan, Puerto Rico, partnered with the Smithsonian Latino Center for the 2008 program series "**Puerto Rico at the Smithsonian**." The program of exhibitions, performances, and programs launched in September 2008 to coincide with Hispanic Heritage Month and continued through the end of the year.

Cooper-Hewitt welcomed 9,000 visitors during its third annual **National Design Week** (October 19–25,

2008). The highlight of the week was the ninth annual National Design Awards gala, which raised a record \$1.7 million through ticket sales, contributions, and the sponsorship of Target.



The Udvar-Hazy Center's family **Air and Scare Halloween** event was held on October 25, 2008, attracting more than 18,000 visitors. It was highlighted as one of the best Halloween events in the region by the About.com Washington, D.C., blog.

Educators from the National Portrait Gallery and Smithsonian American Art Museum worked with the Smithsonian Center for Education and Museum Studies to host the annual **Smithsonian Teacher's Night** event at the Reynolds Center, which drew more than 2,800 teachers.

Smithsonian Folkways Recordings has been very much in the public eye in recent months:

- Two Folkways albums were nominated for Grammy awards: *From Now On: Michael Doucet and Amor, Dolor Y Lagrimas: Musica Ranchera: Mariachi Los Camperos de Nati Cano*. (The latter was a winner when the awards were announced in February 2009.)
- Nine Folkways albums were cited in Tom Moon's popular new book, *1,000 Recordings to Hear Before You Die: A Listener's Life List*.
- WYPR in Baltimore began producing a weekly radio show, "Tapestry of the Times," about Smithsonian Folkways that has now been picked up by three stations, including WGBH Boston.

The Smithsonian Latino Center hosted **Ambulante at the Smithsonian—New Documentaries from Mexico** (December 11–14, 2008) in partnership with the Mexican Cultural Institute, presenting Mexican documentaries of political, social, and cultural significance.

In connection with the exhibition *TxtStyles/Fashioning Identity*, the National Museum of African Art presented "African Chic: Inspiring Global Fashion," featuring speakers from the worlds of fashion, design, and modeling who discussed how African fashion has inspired global trends since the 1970s.



In honor of American Indian Heritage Month in November 2008, the National Museum of the American Indian presented **Harvest of Hope: A Symposium on Reconciliation**, moderated by Museum Director Kevin

Gover and featuring distinguished speakers from the United States, Canada, and Guatemala.



The National Air and Space Museum's Annual **John H. Glenn Jr. Lecture** was held on November 13, 2008, and featured Apollo 8 astronauts Frank Borman, Jim Lovell, and Bill Anders. Senator Glenn himself also attended.

A memorandum of understanding between the National Zoo and **George Mason University** was finalized at a signing ceremony on October 10, 2008. They are collaborating to develop a comprehensive academic conservation program for undergraduates, graduates, and professionals.

In December 2008, the National Museum of the American Indian's **Art Market** at the Mall Museum and Heye Center in New York offered visitors a chance to meet Native artists and purchase items from over 30 vendors. More than 15,000 people attended and participating artists reported strong sales.

During the 2008–2009 academic year, Cooper-Hewitt is partnering with *SchoolArts* magazine to highlight objects from the Museum's collection, providing the magazine's 19,000 subscriber-educators with lesson plans and discussion questions to accompany each piece.

In November 2008, the National Museum of the American Indian's third annual **Classical Native** program presented 13 events featuring Native musicians and composers in five venues. The program was covered by National Public Radio's *All Things Considered* and received a rave review in the *Washington Post*.



The Smithsonian Institution Libraries celebrated its 40th anniversary with a black-tie “**Paint the Town REaD!**” gala at the Reynolds Center on October 30, 2008. Best-selling author David Baldacci was the keynote speaker, and over 200 Libraries staff, guests, and friends attended.

On October 30, 2008, the Smithsonian Asian Pacific American Program hosted a celebration for **Filipino American Heritage Month** that focused on Filipino cuisine and culture, and, on November 15, 2008, it also presented the **South Asian Literary and Theater Arts Festival**, featuring film screenings and talks by accomplished South Asian–American writers and filmmakers.

The Smithsonian Center for Education and Museum Studies announced the recipients of its 2008 Education Awards. The National Air and Space Museum's **Tim Grove** received the Achievement Award; and the National Museum of Natural History's **Ed Venzke**, Webmaster for the Global Volcanism Project, received the Innovation Award.

The Anacostia Community Museum held a series of neighborhood-oriented programs in conjunction with its 40th anniversary exhibition *East of the River*. It included a culminating event on November 9, 2008, that attracted over 300 people and featured live music, crafts activities, and a scavenger hunt.

## National and International Outreach

During the first quarter of fiscal year 2009, Smithsonian Affiliations welcomed **three new Affiliates**. At the end of the reporting period, there were **161 Affiliates** in 39 states, Panama, and Puerto Rico. Three Smithsonian museums loaned 125 artifacts to four Affiliate partners, including 44 paintings and sculptures from the Smithsonian American Art Museum to the Frost Art Museum in Miami, Florida and 44 jeweled objects from the National Museum of Natural History National Gem Collection to the Mary Brogan Museum of Art and Science in Tallahassee, Florida.

In other Affiliates news, the new facility for the **Patricia & Phillip Frost Art Museum**, an Affiliate in Miami, Florida, opened on November 29, 2008, with the traveling exhibition *Modern Masters from the Smithsonian American Art Museum*. The Museum serves the diverse community of South Florida by offering free admission; its collections reflect an emphasis on Latin American and 20<sup>th</sup>-century American art.

The Smithsonian Center for Education and Museum Studies (SCEMS) managed the Smithsonian's participation in an **Educator Open House at the Field Museum** in Chicago. The event was attended by more than 500 teachers as well as Smithsonian National Board alumnus Bob Donnelley and Regent John



McCarter. SCEMS also managed the Smithsonian’s participation in the **Teachers’ Night at the Durham Museum** in Omaha, Nebraska, a Smithsonian Affiliate. More than 1,000 educators attended this event.

The **Smithsonian Institution Traveling Exhibition Service** put two new shows on the road in the first three months of fiscal year 2009:

- *American Letterpress: The Art of Hatch Show Print* opened on October 11, 2008, at the Experience Music Project in Seattle, Washington. Hatch Show Print, founded in 1879, is still a working letterpress and design shop.
- *NASA | ART: 50 Years of Exploration* launched its national tour at the Art League of Bonita Springs, Florida, on October 25, 2008. Established in 1958, NASA’s Art Program provides a unique way to communicate the experience and excitement of space exploration to the public.

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In December 2008 in the Bhutanese capital of Thimphu, the Royal Government of Bhutan restaged the Center for Folklife and Cultural Heritage’s 2008 **Smithsonian Folklife Festival program** on the culture of Bhutan. A photo exhibition of the program was also held at the National Museum in Paro, Bhutan, and a documentary on it, produced by German filmmaker Werner Wiedling, was aired on Bhutan TV.

In October 2008, Dennis Stanford of the National Museum of Natural History’s Anthropology Department was one of six eminent scholars invited to speak at the **2008 Nobel Conference**. The Conference, held at Gustavus Adolphus College in St. Paul, Minnesota, seeks to link the public with leading researchers in conversations about contemporary issues related to natural and social sciences.

Cooper-Hewitt’s **City of Neighborhoods workshop** in New York City brought together educators from New York and Philadelphia to consider how design thinking can be incorporated into K–12 curricula.

The Smithsonian Associates (TSA) coordinated two **Teaching American History workshops** in Lansing and Muskegon, Michigan, during which Smithsonian educators taught the principles of object-based learning to K–12 public school teachers. In collaboration with the Durham Museum, TSA also presented **Smithsonian Scholars in the Schools** programs in Omaha, Nebraska, on the civil rights movement, the Kennedy assassination, and the interstate highway system.

In October 2008, staff from the Freer and Sackler Galleries, the Smithsonian Center for Education and Museum Studies, the National Museum of American History, and the National Museum of the American Indian collaborated on a workshop for teachers in Franklin, Tennessee, “**Teaching a Tapestry of American History**.”

In Birmingham, Alabama, the **National Museum of African American History and Culture** held the last of its public engagement events to gauge the public’s expectations for the new Museum. On October 11, 2008, Museum Director Lonnie Bunch was the keynote speaker at the 100<sup>th</sup> anniversary celebration of the town of **Allensworth**, California, which was founded as “Freedom Town” by African American Civil War veteran Colonel Allen Allensworth. The event was widely covered in the media.

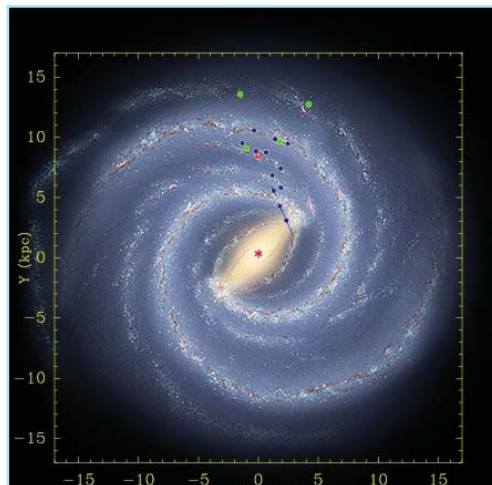
# Scholarship

## Science Units

### *Smithsonian Astrophysical Observatory (SAO)*

During this quarter, SAO scientists published **115 articles in peer-reviewed journals**, with another 212 in non-peer-reviewed journals, books, and conference proceedings. Its research was cited in two articles in the *New York Times* and 11 pieces in *Nature*.

SAO astronomers' high-precision measurements of the **Milky Way** have demonstrated that the galaxy is significantly larger — by about 50 percent — than had previously been thought. The results also imply that our home galaxy is rotating faster than believed, and that the likelihood of collisions with other galaxies is greater than hitherto suspected.



Eleven years ago this winter, SAO astronomers and their colleagues announced the discovery of **dark energy**. Now SAO astronomers, using the Chandra X-ray Observatory, have succeeded in independently affirming the existence of dark energy by observing how cosmic acceleration affects the growth of clusters of galaxies.



Among the professional accolades collected by SAO researchers were the following:

- **Jeff McClintock**, together with two of his colleagues, received the 2009 Bruno Rossi Prize, awarded by the High Energy Astrophysics Division of the American Astronomical Society.
- **Alicia Soderberg** was awarded the 2009 Annie Jump Cannon Award by the American Astronomical Society.

### *Smithsonian Tropical Research Institute (STRI)*

More than **80 publications** were added to STRI's bibliography in the first quarter of fiscal year 2009. These included an article on climate change by Jens Svenning and STRI's Richard Condit in the October 10 issue of *Science* ("Biodiversity in a Warmer World") and a number of articles in other high-impact journals such as *Evolution*, *Proceedings of the National Academy of Sciences*, and *Molecular Ecology*.



Late in October 2008, STRI's Center for Tropical Forest Science and its Smithsonian Institution Global Earth Observatories announced a new partnership and the establishment of a 50-hectare plot in **Papua New Guinea**.

STRI's **Latin American Plant Initiative (LAPI)** held its second annual meeting in Buenos Aires, November 17–21, 2008. More than 138 botanists and bioinformatics specialists attended, representing 93 institutions and 44 countries.

### *National Zoological Park (NZIP)*

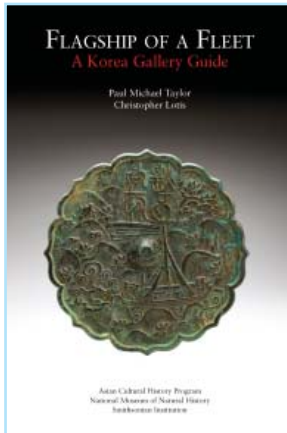
National Zoo researchers recorded **36 scholarly publications** (34 in peer-reviewed journals and two book chapters) in this quarter. Seven of the papers were published in high-impact journals.

**David Wildt**, a Senior Scientist at NZP and Head of the Center for Species Survival, was the keynote speaker at the Comparative Medicine Directors Conference hosted by the National Institutes of Health's National Center for Research Resources at the National Academies of Sciences on October 7, 2008.

**Pierre Comizzoli** of the Center for Species Survival received the Smithsonian Secretary's Research Prize for an article on domestic cat sperm centrosome. Published in the journal *Biology of Reproduction*, the article was co-authored by Budhan Pukazhenthil and David Wildt.

### *National Museum of Natural History (NMNH)*

The first results of the **Global Mammal Assessment**, a five-year effort to review the biology and conservation status of all mammal species worldwide, were summarized in an article published in the October 10, 2008, issue of *Science*. Among the co-authors were NMNH's Kristopher Helgen and Louise Emmons.



The new book *Flagship of a Fleet: A Korea Gallery Guide* by Paul Michael Taylor and Christopher Lotis of the Anthropology Department illustrates and provides information about each of the objects on display in the NMNH Korea Gallery.

A group of **Hawaiian songbird species** were historically classified as “honeyeaters” due to similarities with birds of that name in Australia and other Pacific islands. Recently, however, NMNH scientists conducted DNA sequence analyses of preserved specimens and discovered that the extinct birds actually represented a distinct family. The findings were published in the December 11, 2008, issue of *Current Biology*.



### *Smithsonian Environmental Research Center (SERC)*

SERC scientists had more than **100 papers** in peer-reviewed journals and books in calendar year 2008 (averaging five per lead scientist) and gave nearly 300 presentations at conferences and symposia.

Microbial ecologist Cindy Gilmour was awarded a two-year, \$900,000 contract for research on **mercury movement and accumulation** in coastal ecosystems in Maine.

Landscape ecologists Kathy Boomer, Tom Jordan, and Don Weller published a series of papers discussing **nutrient and sediment discharges** from Chesapeake Bay watersheds as major sources of environmental problems in the Bay. SERC scientists also developed landscape models using a new method of “flow path analysis” that provide greatly improved predictions of such discharges, compared with the results from existing models.

### *Museum Conservation Institute (MCI)*

In this quarter, MCI worked on **56 projects** with 26 Smithsonian museums, research centers, and central offices, as well as the Library of Congress, National Park Service, U.S. House of Representatives, U.S.

Senate Office of the Curator, U.S. Capitol, and Walters Art Gallery. MCI staff had three publications in peer-reviewed journals and 14 professional presentations, and hosted two lecture/workshops.

On December 10, 2008, **SI-Conservation**, the association of Smithsonian conservators, held its first annual meeting on the topic of “Environmental Controls and Monitoring.” MCI’s Marion Mecklenburg gave the keynote speech.

A sword recently confiscated at auction by the FBI was suspected to be that stolen from a bronze statue on the Washington, D.C., **Sherman Monument** in the early 1950s. At the request of the National Park Service, MCI scientists analyzed the confiscated sword and determined it was not part of the original monument.

### *National Air and Space Museum (NASM)*

The Secretary’s Distinguished Lecturer Award for research was awarded to **David DeVorkin** of NASM’s Space History Division. His lecture, entitled “Death and Transformation: The Smithsonian Astrophysical Observatory and Institutional Change in American Astronomy,” was held on October 8, 2008.

The second **Messenger Mission** fly-by of Mercury on October 6, 2008, returned more than 1,200 images of a side of the planet not previously seen by spacecraft. Sarah Andre and Tom Watters, both of NASM’s Center for Earth and Planetary Studies, are involved in Messenger data analysis.

The landing site selection process for NASA’s **Mars Science Laboratory Rover Mission**, co-chaired by NASM’s John Grant, has narrowed its focus to four sites, which will be evaluated further over the coming year.

In the first quarter of the fiscal year, NASM staff participated in the **Society for History of Technology** conference in Lisbon, Portugal; a conference at NASA Headquarters on “**NASA’s First 50 Years**”; and the three-day conference “**La Culture Aérienne**” in Paris, France. Center for Earth and Planetary Studies staff submitted a total of 43 abstracts to the **40th Lunar and Planetary Science Conference**, to be held in March 2009 in Woodlands, Texas.

### *Other Science Research*



**Smithsonian at the Poles**, a symposium sponsored by the Office of the Under Secretary for Science with support from the National Science Foundation, was convened to celebrate the fourth International Polar Year. The proceedings, *Smithsonian at the Poles: Contributions to International Polar Year Science*, were published in December 2008, and highlight contributions to polar research from the Smithsonian as well as collaborating organizations.

### *Art Units*

The Hirshhorn published *The Panza Collection*, a catalogue of artwork from the collection of Count Giuseppe Panza di Biumo.

The Archives of American Art published *Speaking of Art: Selections from the Archives of American Art’s Oral History Collection, 1958–2008* to celebrate of the 50<sup>th</sup> anniversary of its Oral History Program. On November 7, 2008, the Archives’s



Barbara Aikens presented a paper at the Mid-Atlantic Regional Archives Conference on the Archives's digitization program entitled "Collections Online: A Successful Model for Integrating Digitization into the Archival Work Flow."

On November 15, 2008, the Archives of American Art and the Ph.D. Program in Art History at the City University of New York co-sponsored a symposium on "Contemporary Art and the Archive" in New York City, drawing a capacity crowd to hear papers presented by artists, curators, and scholars.

In October 2008, Freer and Sackler Galleries' Curator Massumeh Farhad was co-chair of a session entitled "Museums, Exhibitions, and Collections in Historical Perspective" at the Spaces and Visions symposium of the Historians of Islamic Art Association in Philadelphia, Pennsylvania.

National Portrait Gallery Curator Anne Collins Goodyear's article "Robert Rauschenberg (1925–2008): A Tribute" was published in the fall 2008 issue of *Washington Print Club Quarterly* and Portrait Gallery historian James Barber published the book *Presidents*.

Virginia Mecklenburg of the Smithsonian American Art Museum published the exhibition catalogue *Modern Masters: American Abstraction at Midcentury*. The executive editor of the Museum's scholarly journal *American Art*, Cynthia Mills, delivered two lectures at Doshisha University in Kyoto, Japan, in December 2008 on "American War Memorials and the Rhetoric of Sculpted Memory" and "Crossing Boundaries: Nam June Paik and TV Art."



## History and Culture Units



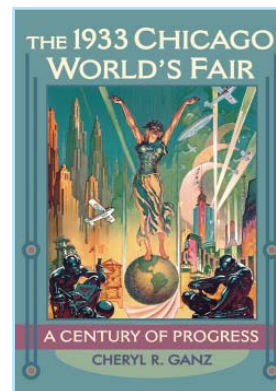
Marcel Chotkowski LaFollette, Research Associate in the Institutional History Division of the Smithsonian Institution Archives, published the book *Science on the Air: Popularizers and Personalities on Radio and Early Television*, based largely on the Archives's collection of records of the Science Service news syndicate.

Scholars from the Smithsonian Center for Folklife and Cultural Heritage have been busy. Daniel Sheehy's article "From Grants to Grammys: Leveraging Cultural Energy" was published in the *Mid Atlantic Forum*. Staff members participated in meetings of the American Folklore Society (Louisville), the American Anthropological Association (San

Francisco), and the Society for Ethnomusicology (Hartford), as well as the Film and History Conference in Chicago. Jim Deutsch wrote an article for *The Jim Crow Encyclopedia* (Greenwood Press) and penned a review that was published in the December 2008 issue of *Choice: Current Reviews for Academic Libraries*.

The book *Worlds of Sound: The Story of Smithsonian Folkways* by Richard Carlin was published by HarperCollins in October 2008.

*The 1933 Chicago World's Fair: Century of Progress* by Cheryl Ganz, Chief Curator of Philately at the National Postal Museum, was published by the University of Illinois Press.



National Museum of American History scholars produced five print publications and three publications in other formats (electronic, audio/visual), and gave 12 scholarly presentations. Division of Work and Industry Curator Pete Daniel became President of the Organization of American Historians in October 2008.

## Management Excellence

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### Leadership Milestones



**Tom Ott** was named President of Smithsonian Enterprises following a national search. Ott had been serving as Acting Chief executive Officer of Smithsonian Enterprises since August 2007. During this time, he oversaw a thorough reorganization of the unit (formerly known as Smithsonian Business Ventures).

**Eduardo Díaz** became Director of the Smithsonian Latino Center on December 8, 2008. Díaz previously served as Executive Director of the National Hispanic Cultural Center in Albuquerque, New Mexico—the largest Latino cultural center in the United States.



### Management Initiatives

The **Smithsonian Center for Education and Museum Studies** is leading a project to develop education outcome measures. The Center hired a full-time education evaluator in October 2008 who is now working with 18 units to develop and test a customizable evaluation framework.

The **Anacostia Community Museum** completed a strategic planning process that involved senior staff, advisory board members, and a variety of stakeholders. The final draft was submitted to the Under Secretary for History, Art, and Culture in November 2008 and is awaiting review by the Secretary.

### Office of the Chief Information Officer (OCIO)

#### *Access to Digital Collections*

The Smithsonian's online **Cross Catalog Search Center** has been expanded beyond its original eight library and archive databases to cover 40,000 collection records from the Smithsonian American Art Museum, 7,100 from the National Postal Museum, and 12,000 from the National Portrait Gallery, plus 74,400 records from the Catalog of American Portraits.

Development of the first phase of the **Enterprise Digital Asset Net (EDAN)**, partially funded by the Getty Foundation, is under way. EDAN will eventually allow a unified search of all the Institution's digital assets across its various collections information systems. It also will allow the Institution to store a digital image once and use it many times, thus reducing strains on storage and backup systems.

#### *Efficiency and Modernization*

The entire Institution (with the exception of Smithsonian Enterprises) is now using the same e-mail and file storage systems, following migration to Microsoft's **Exchange** and **Active Directory**, respectively. Use

of common platforms puts the Smithsonian in a better position to take advantage of future technological opportunities.

Adoption of the **Web Time and Attendance System** was completed in pay period 22 of 2008. All active employees (excluding Smithsonian Enterprises staff) now use this system to prepare their timecards, get them approved, and submit them for payment.

The **Smithsonian Online Academic Appointment System**, which allows prospective interns and fellows to submit applications via the Web, went into operation in November 2008 after the Center for Education and Museum Studies and Office of Fellowships set up their programs for online applications.

### *Other Initiatives*

A **Common Wireless Access System** is being rolled out, with funding from wireless providers. It will offer enhanced cell phone coverage and a limited number of public WiFi (wireless Internet) hotspots in and around Smithsonian Mall museums. The first access points (at the National Museum of the American Indian and National Air and Space Museum) were activated ahead of schedule in December 2008, to improve cell phone coverage for Presidential inauguration attendees.



A pilot project to offer **museum tours by cell phone** has been initiated. The first test was conducted in conjunction with the recent exhibition *Georgia O'Keeffe and Ansel Adams: Natural Affinities* at the Smithsonian American Art Museum. If the pilot proves successful, OCIO will explore how such a system could be implemented more broadly across the Institution.

A common, Institution-wide platform for virtual meetings, **Cisco MeetingPlace**, went into production.

OCIO continued to take incremental, additive steps to **decrease the energy footprint** of computing at the Smithsonian. For example, all monitors are now configured to go into a very low-power mode after one hour of inactivity.

## Major Construction, Renovation, and Facilities Projects

### *Donald W. Reynolds Center for American Art and Portraiture*

**\$19.5 million total estimated project cost**

According to an agreement with National Capital Planning Commission and the Historic Preservation Board, the Smithsonian will reconstruct the F Street stair and add landscaping and security; this will complete the Center's renovation. Project funds are \$9.5 million Federal and \$10.0 million Trust.

### *National Museum of American History, Kenneth E. Behring Center*

**Central Core: \$87.1 million total project cost**

Work on renovations of the Museum's public space stayed on track for the Museum's successful reopening on November 21, 2008. Federal appropriations of \$47.9 million were received in fiscal years 2005–2008 and \$39.2 million has been raised in gifts and pledges. Contract closeout activities are under way.



### *National Zoological Park, General Services Building*

**\$28.4 million total estimated project cost**

Design is under way for structural repairs and fire protection and safety improvements at the Zoo's General Services Building (GSB). This facility houses vital support functions (such as the animal nutrition commissary, FONZ merchandise warehouse, exhibits and horticulture spaces, shops, and offices) that must remain operational throughout construction. The phased project will entail the temporary relocation of other units to swing space and the proposed permanent relocation of the vehicle maintenance branch from the GSB to the Smithsonian's Suitland Collections Center in Suitland, Maryland. Design is expected to be complete by fall 2009, and structural renovation is expected to begin in 2012. Federal funding for the rehabilitation of the GSB is requested for fiscal years 2012–2014; Federal funding for the construction of the proposed vehicle maintenance facility (pending Congressional authorization) is requested for fiscal year 2010.

### *National Zoological Park, Seal / Sea Lion Exhibit*

**\$40.0 million total estimated project cost**

The life-support systems and associated facilities for the Zoo's seal / sea lion exhibit, which dates from 1987, are in need of major revitalization to meet current standards of the U.S. Department of Agriculture and the Association of Zoos and Aquariums. Also, the pathway through the exhibit area is steep and has many cross-slopes, making it difficult for strollers and people with disabilities. In addition to bringing the facility into compliance with codes and standards for animal care and accessibility, this project will upgrade underground utilities. It has received concept approvals from both the U.S. Commission of Fine Arts and the National Capital Planning Commission. Design will be complete in the summer of 2009, and award of a construction contract is anticipated by the end of fiscal year 2009. The non-capital, interpretive component of the project will be funded with \$1 million in Trust funds; the Federal capital component is approximately \$39 million.

### *National Air and Space Museum—Steven F. Udvar-Hazy Center, Phase 2*

**\$81 million (Trust) total project cost**

Phase 2 of the Udvar-Hazy Center at Dulles International Airport is under construction. It will add 237,000 square feet of collections care space to the current facility, including a restoration hangar, storage and processing space, conservation laboratory, and archives. Completion is expected in mid-2011.

### *National Zoological Park, Asia Trail II: Elephant Trails*

**\$52.8 million estimated total project and program cost**

The second phase of the Asia Trail project will renovate the historic elephant house and enlarge yard space into three habitat areas and a trail at a projected cost of \$52.8 million—\$35.6 million Federal (received in fiscal years 2006–08) and \$17.2 million Trust. Construction began in March 2008 and is on schedule for completion in April 2011. The elephants will move into their new holding area in the summer of 2009, after which renovation of their current facilities can commence.

### *National Museum of African American History and Culture*

**\$500 million total estimated project cost**

The architect/engineer selection process for the newest Smithsonian museum has begun, with a design contract award scheduled for late summer 2010. Six teams have been invited to participate in the design



competition, with presentations and juror deliberations set for early April 2009. Museum design and construction (\$400 million, pre-concept estimate) and exhibit design, fabrication, and installation (\$100 million, pre-concept estimate) are scheduled for completion by December 2015.

### *Arts and Industries Building (AIB)*

#### **\$75 million estimated cost for roof and window replacement, building repair, and infrastructure**

Current planning is focused on determining a use for AIB (beginning with a review of the possibilities that fit its architecture, history, and floor plan) and scheduling \$75 million in roof and infrastructure system revitalization that can be completed while the building's future use is under discussion. An historic structure report and roof investigation are under way; a contract for design, selective demolition and removal of hazmats, and exterior masonry repair will be awarded in fiscal year 2009, followed by the start of renovations in fiscal year 2011.

### *Cooper-Hewitt, National Design Museum*

#### **\$57 million total estimated project cost**

Transfer of collections to a storage facility in Newark, New Jersey, will be complete in March 2009. Design for the Fox-Miller townhouses renovation is complete, with construction expected to start in May 2009. Design for the Carnegie Mansion renovation is on track for completion in September 2009. A one-year delay in the Mansion renovation was approved to allow time to complete fund raising for the project; a construction contract is expected to be awarded in January 2011. Of the \$15 million Federal appropriation, \$2.4 million has been received and spent on design and collections storage, \$1.7 million will be available in fiscal year 2009 for the Fox-Miller work, and the balance will be deferred to fiscal year 2011. Of the \$42 million in required private funds, \$23 million has been identified in gifts and pledges.

### *Museum Support Center, Pod 3*

#### **\$42.65 million total estimated project cost**

The July 2008 award of a \$22.6 million construction contract for renovations to Pod 3 in Suitland, Maryland, began the next phase in the Smithsonian's drive to improve collections care. The renovated Pod 3, on schedule to be complete in March 2010, will provide a consolidated site for frozen, refrigerated, gas-preserved, and dry collections, allowing the Smithsonian to vacate leased properties and freeing up congested space in the Hirshhorn, African Art, Freer/Sackler, and Natural History museums. More than \$15 million of shelving/racking, collections and meteorite cases, and freezers will be installed. Transfers of collections from the Mall are expected to be completed after July 2011; estimated moving costs are \$5 million.

### *Smithsonian Environmental Research Center, Mathias Replacement Laboratory Project*

#### **\$41.0 million total estimated project cost**

The Smithsonian Environmental Research Center is eliminating unsafe trailers (which currently house 25 percent of the Center's lab space and 65 percent of its office space) and renovating and reconfiguring the existing Mathias Lab to create 52,000 square feet of laboratory and support space. The new space will employ sustainable technologies and building materials that will yield substantial reductions in energy and maintenance costs. A solicitation for design was issued May 2008, with an architect/engineer award anticipated in early 2009. Design is scheduled for completion by early 2010 and construction will be completed by mid-2012.

### *Permanent Physical Security Barriers*

**\$55 million total project cost**

Construction of security barriers at the National Museum of Natural History is under way, and the first phase is complete. The final phase along Madison Drive and 12th Street will be awarded for construction in fiscal year 2010. Construction of barriers for all but the south side of the National Museum of American History is in progress, with completion expected in summer 2009. Work on the south side commences in spring 2009, to be completed in spring 2010. The design contract for Castle and Quadrangle security barriers will be awarded in fiscal year 2009, with construction scheduled to start in fiscal year 2013. Design and construction of off-Mall barriers will follow in order of priority.

### *Smithsonian Tropical Research Institute, Gamboa Laboratory Facilities*

**\$19.13 million total estimated project cost**

With the acquisition (purchase and custodianship) of 172.5 acres of land in Gamboa from the Republic of Panama in 2007, the Smithsonian Tropical Research Institute is proceeding with the replacement of existing laboratory and office facilities that have outgrown their space and would need major infrastructure adjustments to support modern terrestrial tropical science. A new facility on the Gamboa site, funded with \$15.67 million in Federal and \$3.46 million in Trust funds, will be dedicated to terrestrial science and research. Programming and design of the laboratory are currently under way, with first construction procurement actions scheduled for fiscal year 2010.

### *Green Power*

The Smithsonian is now buying energy from renewable sources both directly and indirectly, through the purchase of renewable energy certificates (RECs). RECs provide a way to match buyers and sellers of renewable energy; the RECs used by the Institution for its facilities in Washington, D.C., and Maryland are generated by Texas wind farms. Renewable energy comprised 3.7 percent of the Smithsonian's electricity usage in fiscal year 2008, exceeding the Federal renewable energy goal of 3 percent. This helped the Institution reduce its greenhouse gas emissions by 4,220 metric tons that year and also counts toward LEED (Leadership in Energy and Environmental Design) building certifications, which the Institution is pursuing on several current projects.



## Financial Strength

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Fiscal year 2009 is proving to be a difficult year financially. The global economic crisis that began in fiscal year 2008 continued to take its toll on the Smithsonian through the first two quarters of fiscal year 2009. The steep decline in the financial markets worldwide has reduced the value of the Institution's Endowment; changes in the behavior of the American consumer have decreased the Institution's business revenue; and the easing of monetary policy by the Federal Reserve has driven down the Institution's short-term interest income. Private-sector giving is also now forecast to end the year below budget but on track to meet the Institution's revised fiscal year 2009 goal for fund raising. (This goal, along with that for business activities' net gain, was revised by the Secretary and approved by the Board of Regents

in January 2009, subsequent to the Board's approval of the Institution's fiscal year 2009 budget in September 2008.)

For the first half of the fiscal year, the Institution operated under a Continuing Resolution that held Federal spending to fiscal year 2008 levels. Meanwhile, Congress approved a 4.78 percent pay raise for Federal employees effective for calendar year 2009. In the face of uncertainty about the enactment of a full-year fiscal year 2009 appropriation and a substantial unfunded pay raise, management imposed a Federal hiring freeze and forestalled certain categories of spending. Among other things, management withheld funding for computer desktop replacements and vehicle replacements.

In February 2009, the Institution received \$25 million from the American Recovery and Reinvestment Act of 2009, the so-called "stimulus bill," which will be directed to shovel-ready Smithsonian facilities revitalization projects that will increase jobs for Americans. In March 2009, Congress enacted and the President signed into law an omnibus appropriations bill that resulted in a 7 percent increase in Federal funding for the Smithsonian over the prior year. The appropriation is sufficient to cover most of the mandated Federal pay raise, mandatory expense increases associated with rent and utilities, and a significant increase in facilities maintenance; it also restores base funding for existing public programs, education, and research.

With respect to the Central Trust budget, most major sources of income have experienced declines, including business activities, short-term interest income, membership programs, and overhead recoveries from Mall-based grant and contract activity. The one bright spot is a forecast increase in overhead recoveries from grant and contract activity at the Smithsonian Astrophysical Observatory. The income sources most seriously affected by the economic decline are the business activities operated by Smithsonian Enterprises (SE). Though Presidential inauguration events in January 2009 helped to boost SE retail sales through the sale of inauguration-related merchandise, SE revenues are expected to fall short of budget by nearly \$18 million in fiscal year 2009, with net gain impact of approximately \$9 million, due to a staggering, industry-wide decline in magazine advertising, a drop in reservations in the Smithsonian Journeys travel program, the loss of a key licensing partner due to bankruptcy, and the slow-down of the catalogue and retail businesses due to declines in consumer spending. SE management took immediate action to offset most of the lost income by realigning the catalogue and retail businesses, reducing staff, implementing further reductions in magazine editorial and production costs, and maximizing any and all incremental revenue opportunities. Nevertheless, SE net gain is forecast to end fiscal year 2009 short of the budgeted amount by approximately \$1 million.

To address the expected budget gap in the Central Trust budget, Smithsonian management took immediate action to reduce Central Trust spending by freezing all Central Trust hiring with limited exceptions, freezing the pay of senior-level Trust employees whose salaries are market-based and those who have Federal-equivalent positions and are paid above the Federal pay cap, eliminating some vacant positions, reducing non-pay operating expenses, and shifting funding for some Central Trust activities to alternative funding sources. Management is continuing to assess options to offset the sharp decline in Central Trust income.

## Financial Performance

At fiscal mid-year, the year-end projection for fiscal year 2009 shows that revenue will be down compared to budget due primarily to the economic recession and the associated changes in charitable giving and visitors' spending patterns. Likewise, expenses are forecast to be below budget due primarily to actions taken by management to limit spending.

Revenues for fiscal year 2009 are forecast to fall short of budget by \$21 million, driven primarily by

a forecast decline in Federal revenues due to restrained spending while operating under a Continuing Resolution, as well as a forecast decline in interest income, SE net gain, and charitable giving compared to the budget. Notable specific revenue variances are described below.

**Revenues are forecast to fall short of budget, due primarily to:**

- A decrease in Federal revenues recognized for operations due to (1) the spending effect associated with operating under a Continuing Resolution for six months of the fiscal year and (2) actions taken by management to reduce spending, including the Federal hiring freeze
- A decrease in Federal revenues recognized for capital programs due to delays in the execution of the Legacy Fund and delays in awarding several major contracts
- A decrease in short-term investment income due to Federal Reserve interest rate cuts
- A decline in contributions
- An unbudgeted net loss from The Smithsonian Associates
- A reduction in SE net gain due to the decline in magazine advertising, a drop in reservations in the travel program, the loss of a licensing partner, the poor performance of the catalogue business, and the drop in retail sales
- A decline in museum revenue associated with drops in retail revenue shares and more conservative projections on the number and scope of revenue-generating special events
- A decline in the amount of new funds added to the Endowment

**The decrease in revenue will be partially offset by:**

- An increase in funding activity for government grants and contracts
- An increase in funding associated with the appropriation received under the American Recovery and Reinvestment Act of 2009 for facilities improvements
- A decrease in interest paid to Smithsonian units for centrally held funds
- Unforeseen income received from the Presidential Inaugural Committee

Expenses for fiscal year 2009 are forecast to fall below budget by \$10 million due largely to restrained spending while operating under a Continuing Resolution and management actions to reduce spending. Notable variances in expenses are forecast to occur as reflected below.

**Expenses are forecast to fall below budget, due primarily to:**

- A decrease in Federal expenses recognized for operations as a consequence of (1) the spending effect associated with operating under a Continuing Resolution for six months of the fiscal year and (2) actions taken by management to reduce spending, including the Federal hiring freeze
- A decrease in unrestricted Trust expenses associated with actions taken to address the budget gap caused by the economic recession
- A decrease in depreciation expenses based on updated personal property schedules

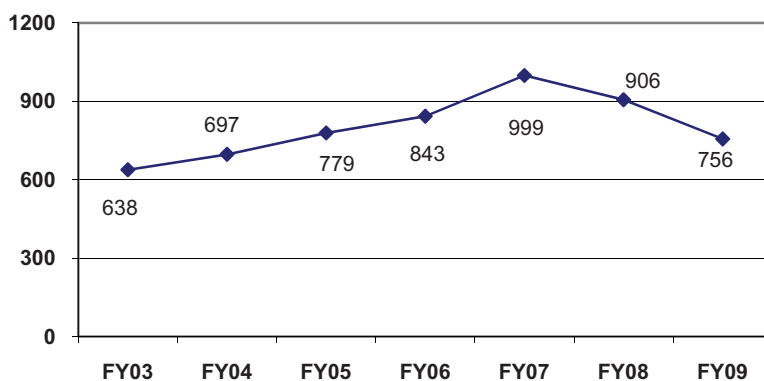
**The decrease in expenses will be partially offset by:**

- Increased spending associated with providing enhanced visitor services during the Inaugural festivities
- Increased spending associated with the appropriation received under the American Recovery and Reinvestment Act of 2009 for facilities improvements
- Increased spending on government grants and contracts at the Smithsonian Astrophysical Observatory

The decline in the global financial markets continues to adversely affect the performance of the Endowment. While the Institution continues to diversify the Endowment's investments with the goal of reducing risk and improving the long-term return, the volatility of the financial markets and the steep economic decline experienced during the first two quarters of fiscal year 2009 is reflected in the year-end forecast for the Endowment's performance. The forecast for the remaining two quarters of the fiscal year reflects the Endowment's year-to-date decline through January 31, 2009 of (–13.2 percent minus the payout, with no anticipated market appreciation for the remainder of the fiscal year. Likewise, SE operational performance does not assume further degradation of the economy below the current levels. Extraordinary efforts being taken by all SE operational divisions to mitigate the effects of the economic recession are forecast to be successful; however, if the recession worsens, the SE forecast net gain may be at risk.

Compared to the policy benchmark, which is a blend of indices based on the Endowment's allocation targets, the fiscal year 2009 performance of the Smithsonian's Endowment through January 2009 (–13.3 percent) beat the policy benchmark return (–19.1 percent), while the total return on the Endowment over the last five years annualized through January 2009 (2.3 percent) also exceeded the policy benchmark return (–0.2 percent). The Institution's diversified investment portfolio had a value of \$779 million on January 31, 2009.

**Smithsonian Institution Year-End Endowment Value (\$ in millions)**



*The Endowment is forecast to achieve a fiscal year-end value of \$756 million, after deducting payout, fees, and expenses, and including additions.*

The forecast for fiscal year-end indicates that revenues will exceed expenses overall, while extraordinary efforts on the part of management will be required to balance the Central Trust budget. At fiscal mid-year, management is continuing to assess options to offset the decline in unrestricted Trust revenues. Overall, as shown below, the Institution's net assets are forecast to decrease at fiscal year-end by \$81 million — \$172 million below budget — due to the poor performance of the economy.

**Smithsonian Institution Financial Performance for Fiscal Year 2009 (\$ in millions)**

|                                      | FY 2009 Budget | FY 2009 Forecast | Variance to Budget |
|--------------------------------------|----------------|------------------|--------------------|
| Revenues                             | 1,018          | 997              | (21)               |
| Expenses                             | 958            | 948              | 10                 |
| Net Change in Endowment Market Value | 40             | (121)            | (161)              |
| Net Collection Activities/Other      | (9)            | (9)              | --                 |
| Change in Net Assets                 | 91             | (81)             | (172)              |

## Management Discussion

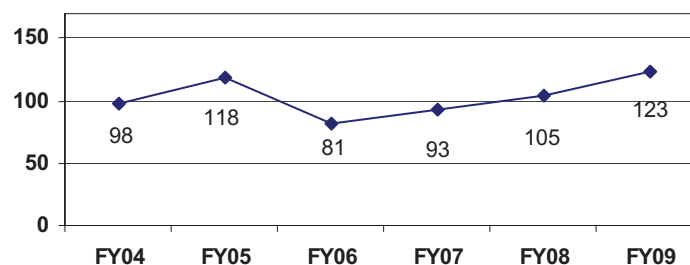
In response to the decline in unrestricted Central Trust revenue, the Secretary challenged his leadership team to rethink how the Institution does business. The Institution is moving proactively to consider every possible option for stimulating new and repurposing existing unrestricted Trust resources.

In that regard, two analytical, pan-institutional teams were chartered to ask and answer some very difficult questions and to make recommendations to management. The first team — the “Revenue Generation Ideas Team” — was tasked with assessing the potential of existing revenue-generating activities for producing more revenue, identifying new sources of revenue, and rethinking how indirect overhead support on grants and contracts could increase revenue. The second team — the “Zero-Base Central Trust Budget Review Team” — was tasked with evaluating the composition of the Institution’s Central Trust budget, establishing a philosophy to govern its allocation, and identifying candidates for elimination or alternative funding. The teams are on track to make recommendations to management in June 2009.

As in previous years, management is fully engaged in efforts to increase funding for important programmatic initiatives, facilities revitalization, and maintenance requirements. The Institution requires a minimum of \$100 million annually for facilities maintenance (based on the National Research Council’s recommendation of a minimum of 2 percent of the physical plant replacement value) and \$150 million annually for facilities revitalization.

Funding for the revitalization of the Smithsonian’s physical infrastructure totals \$123 million in fiscal year 2009. In addition, the Smithsonian received \$15 million to continue the Legacy Fund (started in fiscal year 2008) and \$25 million from the American Recovery and Reinvestment Act of 2009, the so-called “stimulus bill.” The stimulus funds are being put to work immediately to support “shovel-ready” projects, generating an estimated 120 new blue-collar jobs. In a change from the prior year, the \$15 million Legacy Fund now provides for a one-to-one match of Federal dollars to funds raised privately by the Institution for facilities revitalization, with authority to incrementally spend the amounts from the Fund as equal amounts are raised.

**Funding for Smithsonian Facilities Revitalization (\$ in millions)**



*Funding for the revitalization of the Smithsonian’s physical infrastructure totals \$123 million in fiscal year 2009. The \$123 million does not include the \$15 million appropriation for the Legacy Fund or the \$25 million appropriation from the American Recovery and Reinvestment Act of 2009.*

Work continues apace on the Institution’s strategic plan and planning for a national campaign. At mid-year, the strategic planning effort shifted gear with the completion of a Web survey and nearly 300 individual and group interviews with Smithsonian staff. Scenario-planning sessions with groups of key internal and external stakeholders are under way that will develop future visions of the Institution in support of the next phase of the strategic planning process. Planning for a national campaign also is well

under way with the recent hire of a campaign director and the engagement of a campaign consulting firm. Initial funding for both the strategic planning effort and a national campaign were authorized by a Board of Regents' resolution in May 2008, which provided for the use over three years of \$2.5 million that was reserved from a prior end-of-year surplus in the unrestricted Trust budget. The effect of expensing in the current period surplus funds from a prior year is to generate a deficit in the fiscal year 2009 operating account, as revenues recorded in a prior year cannot be matched against expenses in the current period.

Fiscal year 2009 has been a challenging year. Management took action to combat the uncertainties surrounding the Federal appropriations and the declines in Trust revenues, but not without some degradation to the Institution's programs. Nevertheless, the Institution proudly continues to serve the American people and accomplish its time-honored mission, "the increase and diffusion of knowledge."

## External Affairs

Through December 31, 2008, the Smithsonian generated **\$24.5 million** in private support from individuals, foundations, and corporations in this fiscal year, including **five leadership gifts** of \$1 million or more:

- **Airbus Americas, Inc.** gave \$6 million to the second phase of construction of the Steven F. Udvar-Hazy Center;
- The **Gordon and Betty Moore Foundation** awarded a two-year grant of \$2.6 million to the Smithsonian Astrophysical Observatory to develop essential optics and detector technologies for the next generation of satellite-based x-ray telescopes;
- A gift of \$2 million from **David M. Rubenstein** to the National Museum of Natural History supports fellowships that will advance the Encyclopedia of Life initiative;
- A bequest of \$1.15 million from the **Estate of Georgette Kamenetz** provides endowment support for the Institution; and
- A gift of \$1 million given anonymously supports various Smithsonian American Art Museum initiatives.

The **Contributing Membership** ended the first quarter with the highest number of member households in its history — 91,511. Revenue generated totaled \$3.5 million, or 28 percent of the fiscal year goal of \$12.6 million. The National Air and Space Museum and the National Museum of the American Indian membership programs have raised 23 percent and 21 percent of their goals, respectively.

Showing strong support for the Smithsonian's strategic planning process, **Smithsonian National Board** member and alumni contributions helped the Smithsonian raise \$400,000 in private giving to support the year-long project. For the year to date, the unrestricted Board Annual Giving Campaign has raised \$410,000 — 41 percent of the year's goal of \$1 million.

While fund-raising results for the first quarter were on target toward goals, the Office of External Affairs expects the weakened U.S. economy to affect results in the remaining three quarters of fiscal year 2009.

The contract for the Smithsonian's **national fund-raising campaign** counsel has been awarded to the firm of Marts & Lundy. Jenine Rabin has been hired as the national campaign director. The Office of External Affairs has begun an internal assessment to identify the resources available and needed for the multiyear fund-raising effort. The Institution's strategic planning process, when complete, will inform the campaign's goals.

## Smithsonian Enterprises (SE)

During the first quarter of fiscal year 2009, SE's **revenue** decreased by \$2.2 million (–5 percent) from the prior year to \$41.7 million, and fell short of **budgeted growth** by \$5.4 million (–12 percent). **Net gain** of \$4 million was lower than in fiscal year 2008 by \$1.8 million (–30 percent) and \$1.2 million (–23 percent) below the the fiscal year 2009 budget.

Performance was significantly impacted by overall economic conditions, with an 11 percent drop in retail store revenue, 4 percent drop in Catalogue demand, and 28 percent deterioration in print advertising revenue. SE's current projection is that revenue will fall short of fiscal year 2009 budget by approximately \$19 million (–12 percent).

Management enacted swift and immediate cost reductions in November 2008 (and supplemented this plan further in February 2009). Cost and revenue actions are expected to deliver \$8 million to \$8.5 million in net gain improvement in fiscal year 2009, mitigating much of the expected gap.

With expected further deterioration in print advertising, weak consumer spending, and a slackened travel industry, SE will continue to be challenged to deliver its \$27.2 million net gain commitment, with an approximate shortfall of \$1 million. Still, SE operations are expected to contribute a similar level of net gain to the Institution in fiscal year 2009 as in the prior year.

### Retail

Businesses across the Retail group were negatively impacted by a recessionary economic climate. Visitors to **museum stores** spent cautiously, buying mainly lower-priced souvenirs, curtailing traditional theater ticket purchases, and shifting food and beverage purchases to lower-ticket restaurants. While the buzz surrounding the newly reopened National Museum of American History led to above-budget performance, the three **airport stores** saw continued sales erosion due to reduced air travel. Theater operations were also hurt by the delayed opening of a budgeted after-hours film (the sixth installment in the Harry Potter series).

The Smithsonian **Catalogue** was the largest revenue contributor to the Retail group, due to sales generated over the holiday season. Even so, the division failed to meet budget — despite steep and frequent discounting and special offers on shipping.



### Media

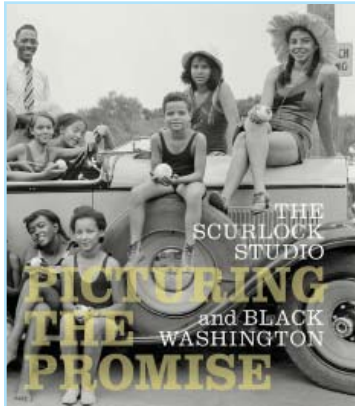
The October 2008 issue of *Smithsonian* magazine featured an excavation at Stonehenge — the first dig at this site in 44 years — which was complemented by a Smithsonian Channel program on the topic. A special Abraham Lincoln collector's edition of the magazine went on sale in December in celebration of the 200th anniversary of Lincoln's birthday.

**Print advertising** has continued to suffer due to the economy, and the continued shift to digital advertising. The number of ad pages was down 27 percent versus the prior year, though *Smithsonian* did carry Mercedes Benz advertising in both the November and December 2008 issues for the first time in 15 years. Unique visitors to the **magazine Web sites** were up 148 percent and page



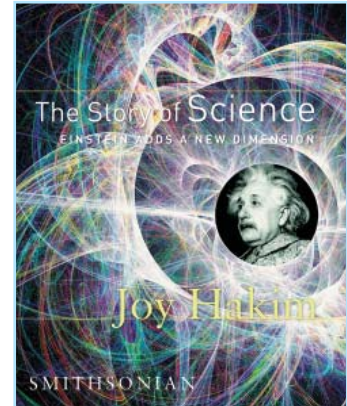


views increased 135 percent. These increases were driven by improvements to multi-media capabilities and the effective use of partnerships with content aggregators such as Yahoo.



The National Museum of African American History and Culture and Smithsonian Books published *The Scurlock Studio and Black Washington* to coincide with the January 2009 opening of the exhibition of the same name. The book has been named one of the top ten African American nonfiction titles by the editors of *Booklist*, a publication of the American Library Association.

Smithsonian Books' *The Story of Science: Einstein Adds a New Dimension* by Joy Hakim received several awards, including the 2008 Benjamin Franklin Award in the Education/ Teaching/ Academic category.



In the first quarter, **Smithsonian Channel distribution** stood at 3.2 million households receiving high-definition linear programming and 11.3 million households having video-on-demand capability. However, a more recent contractual dispute with the carrier Dish Networks subsequently reduced linear high-definition distribution by 1.2 million households.

The Channel is co-producing *Aerial America* with Skyworks, one of the world's top high-definition aerial filming specialists, to profile the United States in 50 distinct one-hour programs intended to capture the wonders of the entire country. Principal photography will be shot in a Smithsonian Channel-branded helicopter equipped with a gyro-stabilized Cineflex HD camera system — the same set-up used for the acclaimed *Planet Earth* series.

### *Licensing and Business Development*

Through a collaborative effort with the National Museum of Natural History, Virtual Space Entertainment, Inc. (VSE) has been granted a non-exclusive contract to create several digitally based, hands-on elements for the *David H. Koch Hall of Human Origins* exhibition slated to open in March 2010. VSE has been granted a license to create a three-dimensional, photo-realistic design of the *Human Origins* exhibition for use within VSE's multiplayer online world Blue Mars 2150. This virtual exhibition will be accessible directly from the Museum's Web site, while the larger Blue Mars virtual world that includes the Smithsonian exhibition will be accessible via VSE's Web site. VSE will pay the Smithsonian royalties for customers subscribing to and purchasing from the Blue Mars virtual world that originate from the Smithsonian's Web portal.

In addition, Smithsonian children's book licensee **Soundprints** released six new children's titles in October 2008 for the holiday season.

**Smithsonian Journeys** presented the new program "Celebration of Smithsonian," a behind-the-scenes tour featuring Under Secretary Richard Kurin for History, Art, and Culture and curators Carole Baldwin (National Museum of Natural History) and Jane Milosch (Senior Program Officer for the Arts in the Office of the Under Secretary for History, Art, and Culture). Travelers met with the staff of the Smithsonian Libraries and the Cultural Resources Center and also enjoyed a private evening at the Ocean Hall. The division also announced a new 10 percent discount on most tours for any full-time Smithsonian employee. In December 2008, Journeys completed an affiliate linking agreement with Lonely Planet LLC, the international travel guide book company, in order to drive traffic to the Journeys Web site and build greater brand awareness.