

June 28, 2019

Mr. Lee Garrity, City Manager  
City of Winston-Salem  
101 N. Main Street  
Winston-Salem, NC 27101

NEW  
WINSTON  
MUSEUM



Dear Lee:

Thank you for meeting with me last week about New Winston Museum's search for a home and the City's anticipated purchase of the Peter Oliver property. Per your suggestion, I am delivering this letter to express NWM's desire to explore leasing the former federal bankruptcy court building and repurposing it as a visionary community history museum that aims to *"unite our community through a deeper understanding of history and therefore each other."* We believe that adding a museum adjacent to the Peter Oliver commemorative landscape, and capitalizing on the energy that the iconic Strollway pedestrian bridge will bring to this location, is a remarkable opportunity for all involved. With a strong record of exhibits, public programs, and partnerships that honor the stories of all Winston-Salem communities and serve diverse audiences, and a \$2.4 million capital campaign scheduled to begin in January 2020, NWM has the momentum and financial capacity to bring this new amenity to the City at minimal public cost. Based on our initial site assessment, we envision occupying the entirety of the building's ground floor, into which we would incorporate not only our existing partners—the Winston-Salem African-American Archive and Preservation Forsyth—but also seek to support the goals of the coalition devoted to illuminating Peter Oliver's indispensable legacy. It is our hope, of course, to negotiate advantageous lease terms with the City, which would allow us to devote more resources to delivering on our mission *"to connect, enrich and enlarge the community through history, storytelling and informed, balanced perspective that leads to acceptance, understanding and belonging."* We are eager to advance this discussion with the City on the fastest timeline possible, as we know that identifying our future location will generate essential enthusiasm around our upcoming capital campaign.

When NWM opened in 2012, it fulfilled a long held dream for a museum dedicated to the history of all of Winston-Salem, a kind of institution that kindred cities like Greensboro, Charlotte, High Point, and Durham have, but ours lacks. NWM has never been a conventional history museum, however. It interprets history as a conversation between communities, cultures and individuals, and emphasizes telling stories, curating public dialogues, and building digital collections, rather than more traditional museum practices of collecting and exhibiting artifacts. By providing opportunities for people from diverse backgrounds and perspectives to come together to exchange ideas about history and its relationship to contemporary issues, NWM provides an essential public service to the people of Winston-Salem and Forsyth County.

NWM is well positioned to repurpose the court building as a history museum and a true community asset, enhancing the Peter Oliver historical landscape and becoming part of a 'museum and heritage corridor' composed of the new Kaleideum at Merschel Plaza, NWM and the Peter Oliver commemorative park at the juncture of the Strollway and the new multipurpose bike and pedestrian

path along Salem Parkway, and Old Salem to the south. We understand that the fate of the building remains an open question before the City Council, and that development of the Oliver property would be a collaborative effort involving multiple stakeholders including Oliver's descendants, the Creative Corridors Coalition, City park officials, and others. We are grateful for that group's recognition that it is essential to preserve and illuminate the remarkable Oliver story for future generations, and the imagination they showed in lobbying for the land purchase. We hope NWM could serve the larger goal of bringing audiences and activity to the Oliver site, and believe the constellation of the new pedestrian bridge, the Oliver landscape, and a museum could make this a cultural destination drawing visitors from around the City and region. Of possible interest is that our museum design team from Riggs Ward Design of Richmond, VA, has a deep body of experience interpreting African-American historical landscapes comparable to the Oliver site, including multiple collaborations with Walter Hood, the architect designing the pedestrian bridge that enters the site and who the Creative Corridors Coalition may be engaging to complete a master plan for the proposed park. NWM would stand ready to collaborate with this effort in any number of ways, including hosting an additional Peter Oliver exhibit inside the building and/or supporting a docent program that could provide tours of the Oliver site for school-age and adult audiences and connect it to the larger stories of African-American history as well as the city's heritage of arts & craft and entrepreneurialism.

Included with this letter is documentation that helps evidence NWM's serious interest in this location, demonstrates our preparedness to turn the court building into a dynamic museum, and testifies to the broad range of NWM's accomplishments, as well as our particular commitment to foregrounding the African-American legacy in Winston-Salem. Included items are as follows:

- Item 1: Excerpts from Schematic Design for Museum 'Core Exhibition'; precedent images & preliminary renderings (Riggs Ward Design)
- Item 2: Re-naming and Re-branding sneak preview (Airtype)
- Item 3: Preliminary Concept Sketches for Building Exterior (Riggs Ward Design)
- Item 4: Snapshot of NWM Programs and Activities
- Item 5: Highlights of NWM's focus and commitment to African-American History
- Item 6: NWM Board of Directors
- Item 7: NWM Campaign Cabinet (in development)

This is hardly a full proposal, however, so please let us know if we can provide any additional information or answer any questions at this time. I can be reached at [mwakeford@newwinston.org](mailto:mwakeford@newwinston.org) or by phone at 773-519-4613. I look forward to further exploration of this exciting possibility!

Sincerely,



Dr. Michael Wakeford  
Executive Director (interim)

# Item 1: Excerpts from Schematic Design for Museum 'Core Exhibition'; precedent images & preliminary renderings (Riggs Ward Design)

## PHASE 2 SCHEMATIC DESIGN

## OVERVIEW

*The following discovery and scoping report was compiled by Riggs Ward Design utilizing the workshop outcomes and the interpretive goals identified by the New Winston Museum stakeholders and staff.*

# NEW WINSTON MUSEUM

---

New Winston Museum has contracted Riggs Ward Design to develop a master planning document for new exhibitions that will motivate the public to understand the geographic, cultural, and historic assets of the area. RWD aims to discover the stories of the Winston-Salem and Forsyth County community—past and present—that will captivate and encourage repeat visitation.

This discovery and scoping report builds upon previous work to-date by architectural and planning consultants between 2014 and 2018, which includes: organizational assessments, space and program analyses, an interim interpretive plan, a development action plan, and a report on potential funding sources. This report explores NWM's experiential goals and provides a review of RWD's on-site workshops, interpretive approach, and spatial allocations for the new permanent and temporary exhibition areas.

RWD is committed to supplying NWM with an exhibit plan that accurately depicts Winston-Salem and Forsyth County history, enables ongoing dialogue, and explores contemporary stories through non-traditional voices.

### ABBREVIATIONS LEGEND

NWM	New Winston Museum
RWD	Riggs Ward Design

---

NEW WINSTON MUSEUM  
Discovery & Scoping Report — Revised by RWD 05/15/19

1

---

NEW WINSTON MUSEUM  
Discovery & Scoping Report — Revised by RWD 05/15/19

3

## PRECEDENT IMAGES

### MAP TABLE



#### A MAP TABLE

Allow users to touch, explore, and interact with the information being presented.

The interactive is displayed on an 86" touch table and allows two visitors to explore maps using multitouch gestures and selecting between curated hotspots that focus on interesting facts of the maps and how Europeans perceived the world in their day. The application shows Waldseemüller's Carta Marina as the hinge point of "Fantasy and Fact" in their assumptions of the New World. Visitors also have the ability to compare each of the historic maps to an actual map of the world as we know it today. This shows the imperfections in the tools used to collect data to map the world. It also shows how far off some of their perceptions of the world were at that time. That may be the most playful feature but it is also unique in the sense that a single visitor can zoom the map to its actual size, some over 6' wide, covering the entire table. Even if two visitors are zoomed in, they do not interfere with the other visitor, they simply blend together in the center.

We worked alongside map expert Chet Van Duzer from the Library of Congress to develop the content for the interactive.

All images:  
Kislak Center, Miami Dade College  
Source: Riggs Ward Design

## PRECEDENT IMAGES

### CITY MAP GRAPHICS ON FLOOR



#### CITY MAP FLOOR GRAPHICS

Allow users to explore various areas of the city depending on their location.

The city map graphic would be placed on the floor throughout the temporary and permanent exhibition spaces and act as an interactive piece for visitors as they move through the space.

Left to Right:  
Clitheroe Vintage Tea Room  
Source: <http://www.floorink.com/blog/?p=96>

The Valentine  
Source: Riggs Ward Design

## PRECEDENT IMAGES

### TIMELINE SUPERGRAPHIC



#### TIMELINE SUPERGRAPHIC

Allow users to explore the city's past to present day through a graphic timeline.

A city's timeline can be a useful strategy for a variety of educational purposes. They can be used to record events from a story or a period of history in a sequential format. A timeline keeps events in chronological order providing a visual and a summary of the event. Timelines can also provide comprehension support to visitors, helping them make connections and recognize patterns in a series or process. Because numerical markers such as hours, years, days or months are placed apart with plenty of space in between, timelines can appear visually less complex than pure text, helping visitors more easily relate events to their corresponding times.

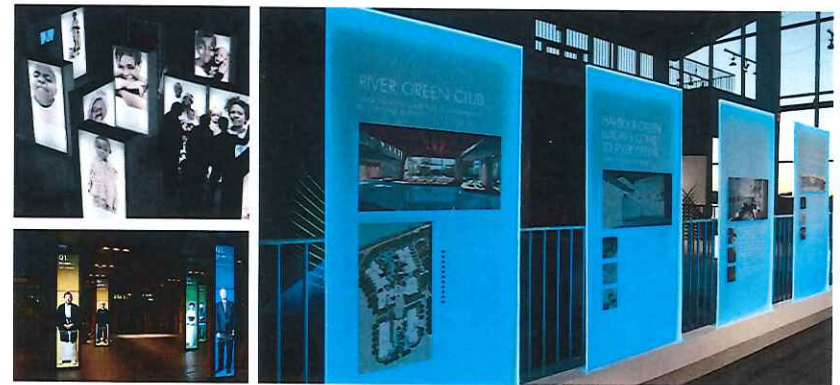
Right:  
Legend Timeline Graphic  
Source: Thomas Beltrame

NEW WINSTON MUSEUM  
Discovery & Scoping Report — Revised by RWD 05/15/19

23

## PRECEDENT IMAGES

### INTERACTIVE PYLONS



#### INTERACTIVE PYLONS

Allow users to touch, explore, and interact with the information being presented.

The interactive pylons designed for the NWM allow visitors to explore and interact with the information from either side of the pylon. Topics include history, events, maps, and more.

Because of the depth of the many themes, we suggest using a multi-layered content approach for the information that could be filtered by the user.

For example, visitors could select a specific ethnic group of Winston-Salem to find historic or contemporary information related to demographic data, relevant historic sites, and upcoming community events. Communities or neighborhoods could be invited to share their own stories for inclusion in changing "neighborhood tables."

Bottom Left:  
Museum of Finance  
Source: <http://www.a-study.co.jp/2015/10/the-museum-of-finance/>

Right:  
River Green Club  
Source: <http://www.3dservices.com/portfolio/river-green/>

NEW WINSTON MUSEUM  
Discovery & Scoping Report — Revised by RWD 05/15/19

24

## PRECEDENT IMAGES

### WALL OF PORTRAITS



#### WALL OF PORTRAITS

*Allow NWM to provide personal content and stories.*

RWD can incorporate a wall of portraits focused on community members, political leaders, or people that have had an impact on Winston Salem allowing visitors to connect with their image and learn more about their story.

Top Left:  
GeoAmps  
Source: <http://www.glassdoor.com>

NEW WINSTON MUSEUM  
Discovery & Scoping Report — Revised by RWD 05/15/19

25

## PRECEDENT IMAGES

### THEATER WITH RETRACTABLE BLEACHERS



#### THEATER WITH COLLAPSABLE BLEACHERS

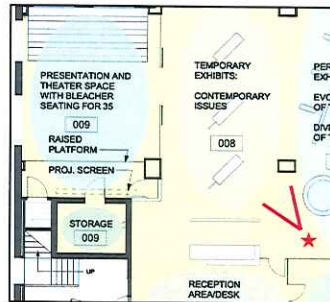
*Allows for space to be used for other events and gatherings.*

RWD has designed the logo and graphic to be placed on the outside of retractable wooden bleachers. Having retractable seating also allows for the space to be used for events or other gatherings where bleachers are not needed.

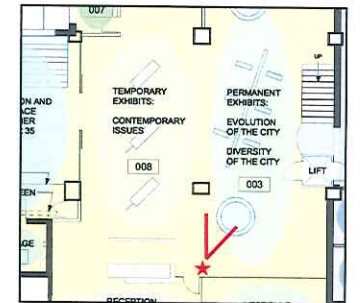
NEW WINSTON MUSEUM  
Discovery & Scoping Report — Revised by RWD 05/15/19

26

**RENDERINGS**  
TEMPORARY GALLERY SPACE

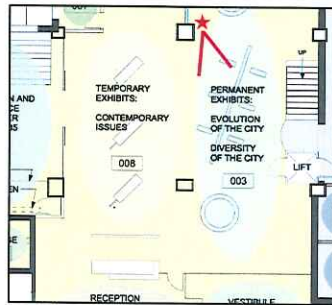


**RENDERINGS**  
PERMANENT GALLERY SPACE



## RENDERINGS

MAP TABLE & INTERACTIVE PYLONS



## RENDERINGS

PRESENTATION / PUBLIC PROGRAMMING ROOM



### PRESENTATION / PUBLIC PROGRAMMING ROOM

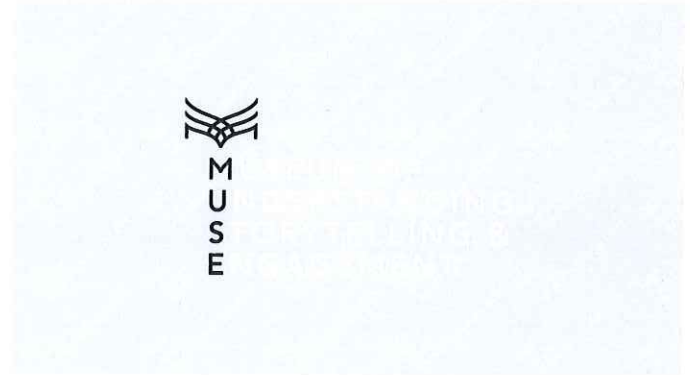
*Create a place for visitors to attend presentations and public programming.*

Riggs Ward Design has designed a room designated for presentations and public programming featuring a mural wall graphic of it's existing local public art. The space can also be used for small events or educational classrooms. Local artwork, sculptural elements, and murals on the interior/exterior provide visual interest, spark curiosity among visitors of all ages, and evoke a sense of pride among community members.



Item 2: Re-Naming & Re-branding

New Winston Museum is becoming . . .  
**MUSE WINSTON-SALEM:**  
MUSEUM OF UNDERSTANDING, STORYTELLING & ENGAGEMENT



MISSION STATEMENT

To connect, enrich and enlarge the community through history, storytelling and informed, balanced perspective that leads to acceptance, understanding and belonging.

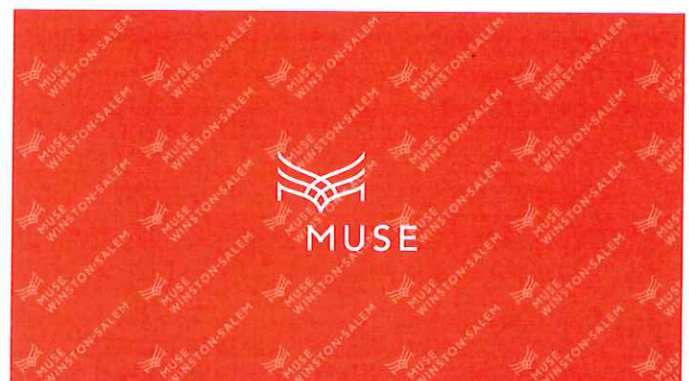
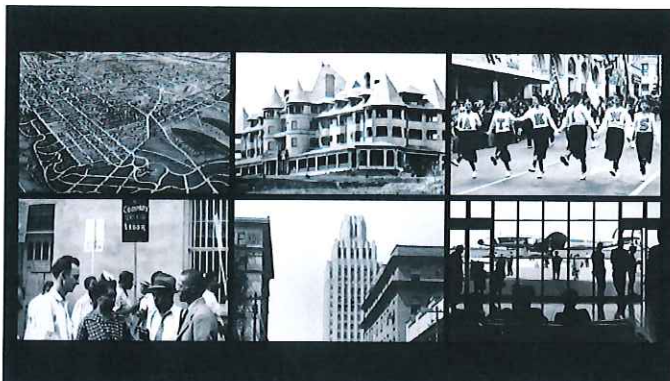
VISION STATEMENT

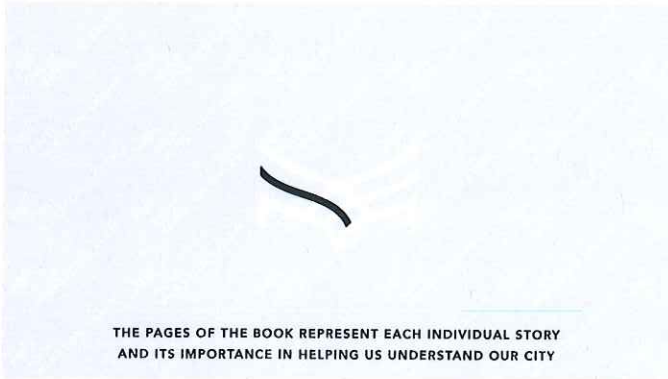
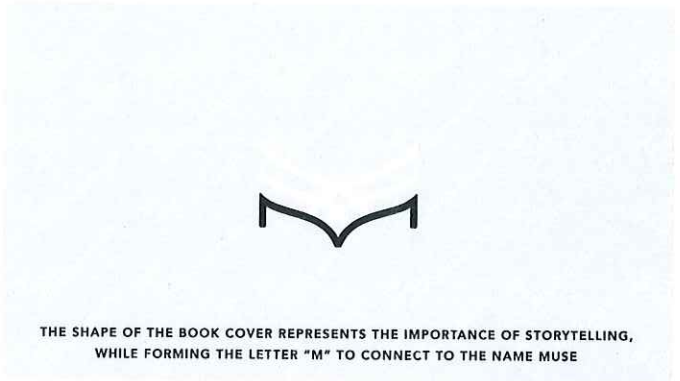
To unite our community through a deeper understanding of history and therefore each other, where all people, curious about the experiences of others, can connect and belong, so that we may fulfill our potential as one city, reaching confidently toward its future while rooted proudly in its past.

CONCEPT STORYBOOK

Inspired by the idea that storytelling helps us deeply understand and empathize with each other, this concept illustrates how individual stories are interwoven into the fabric of our diverse city.

Winston-Salem is an open book.  
Our story is still being written.





\*New name and logo will be unveiled with capital campaign

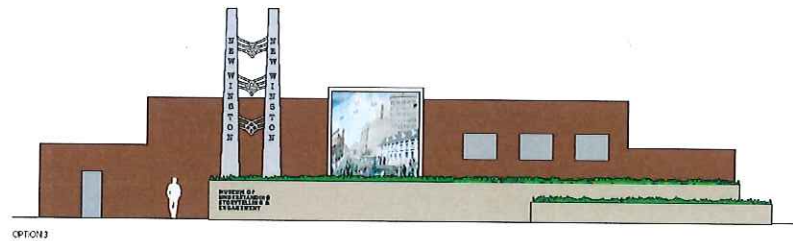
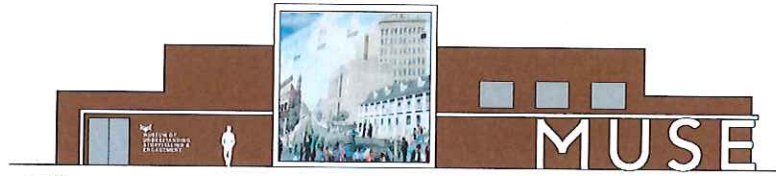
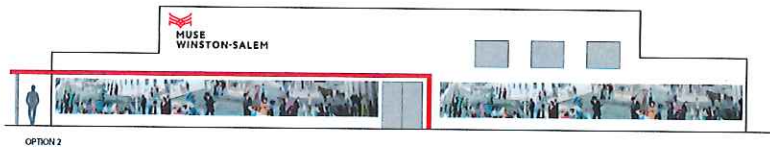
# Item 3: Preliminary Concept Sketches for Building Facade

## CONCEPT SKETCHES for SOUTH FAÇADE

Bankruptcy Court Building at Oliver's Field

(prepared by Riggs Ward Design)

\*Note—these are highly PRELIMINARY concepts, meant only to stir imagination of how the building exterior might be visually transformed. None of these are likely final options.



# Item 4: Snapshot of New Winston Museum Programs & Activities

Discover...



## PUBLIC PROGRAMS AND EXHIBITS

- NWM has offered over **120 public programs**, with an average attendance of approx. 50 people per event.
- "PLANES, TRAINS, & AUTOMOBILES: WINSTON SALEM'S WHEELS OF CHANGE,"** opened in September 2016. In conjunction with this exhibit, NWM presented fourteen programs, including a successful series entitled "Family Saturdays" that tied into the transportation theme and provided activities catered to families with young children.
- Numerous groups have also received **tours and presentations on-site at the Museum**, such as the Downtown School, Green Tree Peer Center, Forsyth Industrial Systems, retirement home residents and others.
- In July 2014 NWM released a digital exhibit at NWMDig.org that stems from the permanent exhibit, **"CITY AT A GLANCE."** This website, as well as other digital offerings, can be accessed from anywhere, anytime, extending NWM's reach far beyond the walls of the Museum.



## COLLECTING STORIES

- The **StoryTap Oral History Initiative** has recorded over 100 oral history interviews with an incredibly diverse group of local people. Interviewees include veterans, musicians, artists, civil rights leaders, and others; with topics ranging from historic African-American neighborhoods, to education, tobacco factories, and many other facets of Winston-Salem history.
- StoryTap** engages a committee of local volunteers, staff, and board members, to make contact with community members and conduct interviews. The museum also works with student interns from Salem, WFU, and other area schools to further the mission of collecting and preserving stories of Winston-Salem.



## IN THE COMMUNITY

- NWM staff and board members have given **presentations at venues across the county and beyond**, including many schools, Wake Forest Innovation Quarter at Biotech Place, Center for Lifelong Learning, multiple Rotary Clubs, Winston-Salem Chamber of Commerce, Winston-Salem Newcomers Club, AmeriCorps, Military Officers Association of America, Old Salem Sertoma, Leadership Winston-Salem, North Carolina Museum of History in Raleigh, several churches and houses of worship, retirement homes and many others, including speaking engagements at various corporate locations around the city.
- The **ongoing public history project and community outreach initiative** entitled **"REMEMBERING WINSTON-SALEM,"** has taken museum staff and volunteers out into the community to document people's memories of historic neighborhoods across the city. This project has helped to raise awareness of NWM in the community and attract many new visitors to exhibits and programs at the Museum.



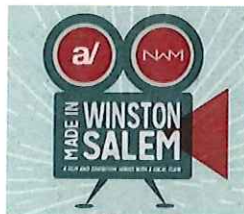
## IN THE CLASSROOM

- NWM has **created targeted curriculum activities and lesson plans for the WS/FC school system** about local Civil War and Civil Rights history. The Museum has also hosted dozens of school groups (including public, private, and homeschool) for **field trips** to the S. Marshall location and provided tailored presentations and activities appropriate for each group.
- NWM staff **visited many schools** to give presentations in the classroom, and has worked with many **undergraduate and graduate students from local colleges and universities** on an array of history projects.



## PARTNERSHIPS AND COLLABORATIONS

- Community partners for public programs have included **Old Salem Museums and Gardens, Piedmont Craftsmen, Triad Cultural Arts, Wake Forest University, Winston-Salem State University, the City of Winston-Salem, Gateway Nature Preserve, Society for the Study of Afro American History**, and dozens of other organizations and individuals.
- NWM developed a partnership with the **National Black Theater Festival** and hosted their **HALL OF FAME EXHIBIT** in the museum's main gallery during the Festival in August 2015.
- NWM partnered with **aperture independent cinema** to create the **"MADE IN WINSTON-SALEM"** film and exhibit series in 2015. This series included screenings of six locally made films and accompanying exhibit panels created by NWM. "Made in Winston-Salem" enabled community members to participate in a dialogue with filmmakers and learn about the impact of filmmaking on our local economy, and provided free access to an eclectic range of films.
- In September 2014, NWM debuted **"THIS SCHOOL, THIS CITY: CELEBRATING 50 YEARS OF THE UNIVERSITY OF NORTH CAROLINA SCHOOL OF THE ARTS."** This project was a collaboration between UNCSCA and NWM: an **"art installation meets history exhibit."** Students and faculty from the school worked with NWM staff in the year-long exhibition which included approximately **ten standing-room-only programs and performances.**



## Item 5: Highlights of NWM's focus on African-American History



### *Highlights of NWM's African-American History Programs and Activities*

*Our Mission: To connect, enrich and enlarge the community through history, storytelling and informed, balanced perspective that leads to acceptance, understanding and belonging.*

*Our Vision: To unite our community through a deeper understanding of history and therefore each other, where all people, curious about the experiences of others, can connect and belong, so that we may fulfill our potential as one city, reaching confidently toward its future while rooted proudly in its past.*

#### **Public Programs (highlights)**

- "Happy Hill Cemetery" (Maurice Pitts Johnson & David Gall)
- "The Roots of the Innovation Quarter" (Barbara Morris, Michael Suggs, Michelle McCullough)
- "W-S Community Development Corporations" (Paula McCoy)
- "Community Within a Community" (English Bradshaw, Linda Dark, Jerry Hanes)
- "Meharry Medical College" (co-sponsored with SSAAH)
- "Tobacco Unionism and Civil Rights" (Earline Parmon, et al.)
- Trials of Darryl Hunt* (film co-sponsored w/ a/perture)
- "The Winston-Salem Black Panther Party"
- "Transportation Iconography in African-American Art"
- "Civil Rights Activism—School Integration"
- "From Banjos to Blues: The Music of Early Winston"
- "Segregating Neighborhoods in the Camel City" (with Dr. Elizabeth Herbin-Triant)
- "New Winston Dialogue—*BlackKlansman*" (with Dr. Larry Little)
- "Broadsided: Juneteenth Panel Exhibition Discussion" (Dr. Anthony Parent, Cheryl Harry, et al.)
- "From a Haunted Plate" (Michael Twitty)
- "Safe Bus" program
- . . . and more

#### **Oral History Project Interviews (highlights)**

Carl Matthews, Evelyn Terry, Nigel Alston, Gloria Diggs Banks, Norman Williams (son of first African-American alderman, Kenneth Williams), Curtis Brown (first African-American engineer at RJ Reynolds), Reverend Jerry Drayton (Civil Rights activist), Dwight Jones, Jeff 'Smitty' Smith, Marvette Aldrich, Patricia Norris, and more . . . .

#### **Selected Stories/Episodes Featured in Our 'Core' Exhibit Currently in Development**

- Ned Lemly Buys a House (the first African-American to buy property in Forsyth County)
- Simon Green Atkins, WSSU & the Quest for Racial Progress
- The Riot of 1918
- On Strike—Local 22 & Civil Rights Activism
- Sitting Down to Stand Up—Carl Matthews and the Sit-in Movement
- The Construction of Highway 52—Loss and Progress
- and more . . .

Highlights of New Winston Museum's African-American History Programs and Activities



**FREE EVENT**  
**SALON SERIES**  
**Lost, Found, & Transformed:**  
 Our Storied Places in African-American History  
 Program 2: October 19th  
**The Roots of the I.Q.:**  
 Innovation on Depot Street  
**LOCATION: GOLER FAMILY ENRICHMENT CENTER**  
 830 Patterson Ave, Winston-Salem, NC 27101  
**TIME: 5:30-7PM COST: \*\*\*FREE\*\*\***  
 visit [NEWWINSTON.ORG](http://NEWWINSTON.ORG) for more information



**FREE EVENT**  
**SALON SERIES**  
**Lost, Found, & Transformed:**  
 Our Storied Places in African-American History  
 Program 3: November 16th  
**Envisioning**  
**Columbian Heights**  
**LOCATION: Mars Hill Baptist Church**  
 1331 East 4th St., Winston-Salem, NC 27101  
**TIME: 5:30-7PM COST: \*\*\*FREE\*\*\***  
 visit [NEWWINSTON.ORG](http://NEWWINSTON.ORG) for more information

**SEGREGATING NEIGHBORHOODS IN THE CAMEL CITY**  
 a public talk with **Dr. Elizabeth Herbin-Triant**



**new winston dialogues**  
**BLACK KLANSMAN**  
 at **NAM**



**Monsters and Men**  
 October 18 @ 6pm

**\$20 REWARD**  
**RANAWAY** from the cyber  
 er, in Guisford, on Saturday  
 the 11th, a negro man was  
 Tall, about 5 feet 10 or 11  
 high, and of a bright-yellow  
 complexion; a small scar on  
 his elbow, not well-defined.  
 (ages 20 and 25 years of age, a muller  
 be-son, carried off several suits of  
 clothe as he eluded without pro-  
 secution, it is likely will try to  
 leave the country, if he should  
 procure the ordinary  
 I will give the above reward if  
 limits of the State, and secured  
 that I get him again, or deliver  
 reasonable charges will be  
 this State fifty dollars.  
 April 6, 1898.

**Broadsided**  
 A commemorative  
 Juneteenth exhibit at  
 Delta Arts Center  
 1611 New Walkertown Road  
 Panel discussion  
 May 3, 2018 5:30 - 7pm  
 Alisha Hines, PhD (History)  
 Anthony Parent, PhD (History)  
 Janay Williams (AWU) '19  
 Ronald B. Neal, PhD (Religion)  
 Moderated by the curator, Cheryl Harry

**Planes, Trains and Automobiles**  
WINSTON-SALEM'S WHEELS OF CHANGE  
SEPTEMBER 2015 - MAY 2016 • NEW WINSTON MUSEUM  
713 S. Marshall Street • Winston-Salem, NC 27101 • www.newwinston.org

**Education For Children Of Color**  
Some Of The Early Schools In Winston Salem

**THIS SCHOOL THIS CITY**  
CELEBRATING 50 YEARS OF UNC SCHOOL OF THE ARTS IN WINSTON-SALEM

**Release: From Stigma to Acceptance**

**MAKING SENSE OF THE FACTORY**  
Life at the R.J. Reynolds Tobacco Company

**The War at Home**  
Exploring Winston and Salem during the Civil War

**Selected Exhibits**

**NEW WINSTON MUSEUM**  
FALL 2017 SALON SERIES

**Lost, Found, & Transformed:**  
Our Storied Places in African-American History

September 21  
October 19  
November 16

[NEWWINSTON.ORG](http://NEWWINSTON.ORG)

**craftXws**  
Tradition and Innovation in Fine Craft

**THIS SCHOOL THIS CITY** · What does it mean to be southern?

**Strings of Connection**  
An evening of performance & historic artifacts about the UNC-WSA Outlier Program

**"NWM Salon Series" & other public programs**

**JEWISH INFLUENCE ON DOWNTOWN WINSTON-SALEM BUSINESS**

**HAPPY HILL CEMETERY**

**PHILANTHROPY IN WINSTON-SALEM**

**THE PIEDMONT AIRLINES WAY**

**SAFE BUS**

**SECRET SOCIETIES IN FORSYTH COUNTY**

**BLACK PANTHER PARTY IN WINSTON-SALEM**

**SCHOOL INTEGRATION**

**VOICES FROM THE CHAIN GANG**

**TOBACCO UNIONISM AND CIVIL RIGHTS**

**TALES OF MURDER, MYSTERY, AND MAYHEM**

**UNION STATION: PAST, PRESENT, AND FUTURE**

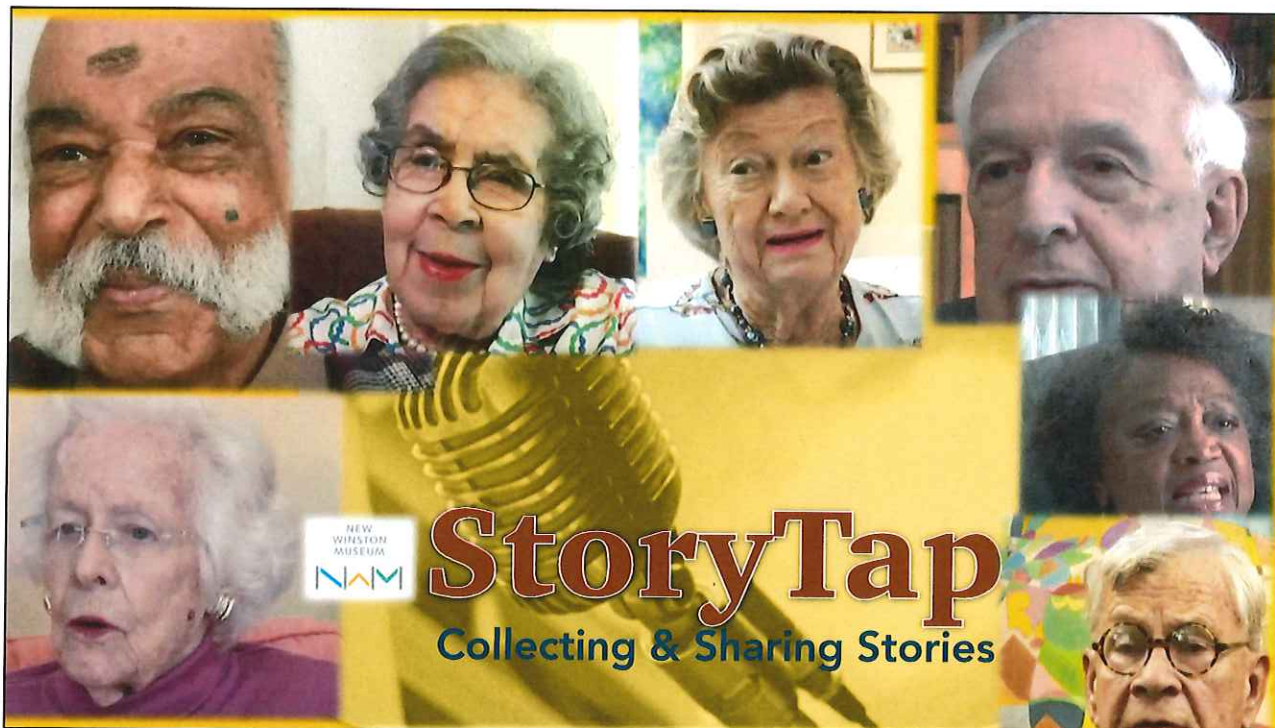
**LATINO & HISPANIC IMMIGRATION**

**MORAVIAN MUSIC**

**THE RISE OF HOSPITALS IN WINSTON-SALEM**

**“The institution has been very successful in bringing the community together through its Salon Series of public programs. . . . It is a winner.”**

**— Bob Beatty, Peer Reviewer, Museum Assessment Program**





Item 6: Board of Directors

**NEW WINSTON MUSEUM  
2019-20 BOARD OF DIRECTORS**

**CHAIR**

**KATIE PEPPER CPSM\***  
PARTNER AND MARKETING DIRECTOR  
WALTER ROBBS CALLAHAN & PIERCE ARCHITECTS, PA

**VICE CHAIR**

**FREDERICK TERRY\***  
(CHAIR – DIVERSITY/INCLUSION COMMITTEE)  
FORMER MEMBER  
WINSTON-SALEM CITY COUNCIL

**TREASURER**

**TRAE WILSON\***  
(CHAIR – FINANCE COMMITTEE)  
DIRECTOR OF PRECONSTRUCTION  
FRANK L. BLUM CONSTRUCTION COMPANY

**SECRETARY**

**M. LLOYD BARNHARDT, III CFP\***  
ASSOCIATE VP AND FINANCIAL ADVISOR  
AMERIPRISE FINANCIAL SERVICES

**BEN BAKER\***

(CHAIR – MARKETING/MEMBERSHIP COMMITTEE)  
PROFESSIONAL ACTOR  
DIRECTOR & INSTRUCTOR

**JOAN BALDERAMOS**

ATTORNEY  
BELL DAVIS & PITT

**LISA BLEE, PH.D.**

ASSOCIATE PROFESSOR OF HISTORY  
WAKE FOREST UNIVERSITY

**MEREDITH FRAZIER BRITT**

CITY AND REGIONAL ECONOMIC DEVELOPMENT  
AND PLANNING PROFESSIONAL

**MARGERY BROWN**

COMMUNITY VOLUNTEER

**JOEY BURDETTE\***

(CHAIR – EDUCATION AND PROGRAMS COMMITTEE)  
VISITOR CENTER AND COMMUNICATIONS MANAGER  
VISIT WINSTON-SALEM

**LINDA DARK**

SOCIETY FOR THE STUDY OF AFRO-AMERICAN HISTORY  
WINSTON-SALEM AFRICAN-AMERICAN ARCHIVE

**W. WESLEY DAVIS, CFA\***

(CHAIR – GOVERNANCE COMMITTEE)  
SENIOR VP, PORTFOLIO MANAGER  
U.S. TRUST

**THOM ELMORE**

EXECUTIVE DIRECTOR  
ADDICTION RECOVERY CARE ASSOCIATION

**DREW GERSTMYER**

ARCHITECT, DEVELOPER, REAL ESTATE BROKER  
EAST COAST CAPITAL

**KEVIN GOODE**

VICE PRESIDENT OF PLATFORM ENGINEERING  
INMAR

**JIM LAMBIE**

PRACTICING LAWYER  
FORMER PRESIDENT AND CEO – INTEGON

**WARD MILLER**

RETIRED BANKER  
DIRECTOR OF DEVELOPMENT  
COMMUNITY CARE CENTER OF FORSYTH COUNTY

**SUSAN PFEFFERKORN**

BOOKKEEPER  
THE PFEFFERKORN AGENCY

**JOHN L. QUINN**

FOUNDER & CEO  
WELLNECITY

**MICHAEL RUBIN, MD\***

(CHAIR – NOMINATING COMMITTEE)  
RETIRED PHYSICIAN  
COMMUNITY VOLUNTEER

**APRIL RUFFIN-ADAMS, PH.D.**

VISITING ASST. PROFESSOR IN  
AFRICAN-AMERICAN AND AFRICAN DIASPORA STUDIES  
UNC GREENSBORO

**BENJAMIN SAYERS, MD**

PHYSICIAN  
FORSYTH EMERGENCY SERVICES

**CHRISTINE TOOLE**

COMMUNITY VOLUNTEER

**STEVE ZORN**

SENIOR ACCOUNT MANAGER  
TEPLIS FROSCH TRAVEL

*\*OFFICERS AND COMMITTEE CHAIRS COMPRISE  
THE EXECUTIVE COMMITTEE*



## CAMPAIGN LEADERS AS OF 4/15/19

**NICK BRAGG AND CONNIE GRAY**  
*HONORARY CAMPAIGN CHAIRS*

**BERKLEY INGRAM VON FEILITZSCH**  
*CAMPAIGN CHAIR*

**KATIE PEPPER**  
*BOARD CHAIR*

**MIKE WAKEFORD**  
*EXECUTIVE DIRECTOR (INTERIM)*

---

**BEN BAKER**  
*MARKETING CHAIR*

**SUSAN PFEFFERKORN**  
*MAJOR BUSINESS CAPTAIN*

**LLOYD BARNHARDT III**  
*MAJOR BUSINESS CAPTAIN*

**MIKE RUBIN**  
*ADVANCE GIFTS CHAIR*

**JONATHAN HALSEY**  
*FOUNDATIONS CHAIR*

**CHRISTINE TOOLE**  
*CULTIVATION/SPECIAL EVENTS CHAIR*

**TOM LAMBETH**  
*PAST BOARD AND ADVISORY BOARD  
CAPTAIN*

**TERRI DILLON AND WHITNEY JONES**  
**WHITNEY JONES, INC.**  
*CAMPAIGN COUNSEL*