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# Center in the Square Vision

Center in the Square is a unique home for regional arts & cultural organizations, creating and driving opportunities that enhance education, economic development and quality of life.

# Center in the Square Mission

To be an active participant in economic development, both locally and regionally, by helping assure the financial health of vital elements of western and central Virginia's cultural quality of life.



# Center in the Square History

In the 1940's and '50's downtown Roanoke had a thriving nightlife. Businesses were open, there were four motion picture theaters. It all changed after World War II, gradually at first, then at an accelerated pace until it evolved into a deserted downtown during the decades of the 60's and '70's.

In the late 1970's downtown Roanoke and the area's arts community was in a state of decay. This declining, crime-ridden, blighted urban area was producing less than desirable tax revenues and area school systems were struggling to offer adequate science, art and various cultural programs. Cultural organizations, located in the suburbs were inaccessible by public transportation and unpatronized by a broad cross-section of Valley residents. None of these organizations had permanent homes with adequate facilities to accomplish their dreams.

The formation of a business league in 1976 led to a comprehensive revitalization project called Design '79. In a storefront office in a very visible window on Roanoke's busiest street, Design '79 positioned an architect who was drawing plans for possible downtown improvements. Citizens were encouraged to observe and offer suggestions. Four months of call-in television broadcasts coupled with a panel composed of more than 100 citizens created a public wish list. Center in the Square was the resulting centerpiece of Design '79. Pledges were obtained and money raised to purchase and remodel the old five-story McGuire building. Partnerships were forged with individuals, regional businesses, local, state and federal governments. Ultimately, over \$4 million in pledges were obtained from the private sector to purchase and remodel the old warehouse. In addition to these funds, the organization received a Commonwealth of Virginia grant of \$2.6 million.

The Western Virginia Foundation for the Arts and Sciences – the 501(c)(3) non-profit organization that owns and operates Center in the Square – entered into a Trust Indenture with a consortium of six local banks and a life insurance company which issued \$2.5 million in bonds to complete construction on the project. The final cost for Center in the Square was \$7.5 million. Built in 1914 on the corner of Roanoke's Farmers' Market, the McGuire building housed W. E. McGuire's Farmers' Supply Co. that sold buggies, wagons, fertilizer, seed, and other farm-related equipment and supplies.

In 1982 five arts and science organizations moved into Center in the Square: the Roanoke Museum of Fine Arts (in 1992 renamed the Art Museum of Western Virginia), the Science Museum, Mill Mountain Theatre, the Roanoke Valley History Museum, and the Arts Council of the Blue Ridge. Center in the Square opened its doors on December 9, 1983, welcoming 40,000 visitors the first weekend, fulfilling a community dream to revitalize a decaying downtown and bolstering the arts through a downtown thriving cultural center.



# Message from Dr. James C. Sears, Ed.D.

## *President & General Manager*

Center in the Square and the nine cultural organizations it helps support thank you for your patronage. Because of you, the Roanoke region has an unbelievable cultural life. I often hear, "what other town our size enjoys the diversity of museums and performing arts as we do"? And, I hear from business owners that they moved or are staying here because of the cultural activities.

What does Center in the Square do with the financial support you provide? Center in the Square supports nine of the region's most popular cultural organizations that, when combined, generate over \$15 million in annual economic impact. They create jobs, produce payroll, pay taxes, purchase services from local businesses and generate an audience that adds to the economy by their personal expenditures. The cultural organizations also provide splendid programming that is enjoyed by over 400,000 attendees annually and offer educational activities for children both in area schools and at their Center in the Square supported facilities. Center in the Square supports these organizations by providing free to very low cost housing for these organizations and the day to day support for this housing.

In order to improve efficiency and reduce operating costs for non-profit organizations, Center in the Square provides low cost "backroom" services to Center beneficiary organizations and other non-profit organizations in the Valley. For example, Center will handle fundraising mailings, IT support, financial management, data management, provision of volunteers, box office services, and marketing.

More exciting news is that the recently implemented income generating activities of Ocean in the Mountains, coral sales and the pinball museum are proving to be financially successful. Income from these ventures goes directly to support Center's core mission of providing free and low cost housing for our nine cultural organizations.

Within the past two and one half years, Center in the Square has expanded its housing role by added the important aspect of educational and family fun programming to its mission. With environmental and aquatic educational programming as the foundation to its educational efforts, Center in the Square broadened its educational role to include founding the very successful Roanoke Pinball Museum which operates as a revenue generating non-profit under the Center in the Square umbrella. The Roanoke Pinball Museum features fun hands-on educational activities for patrons of all ages. The aquatics and environmental education programs have welcomed hundreds of school children within just a few months.

Center in the Square's exciting salt water aquariums, fresh water aquariums and spectacular views from the seven story rooftop serve 250,000 people annually absolutely free of charge. When you visit Center, take note of the many children and adults enjoying the five aquariums filled with jelly fish, seahorses, turtles, and Amazon creatures. In addition, observe the numerous species of salt water fish and other aquatic life found in the mid-Atlantic region's largest coral reef aquarium. This 8,000 gallon aquarium is a must see when visiting Center and the historic Roanoke Farmers Market.

Your support helps Center provide a home to the O. Winston Link, Science, History, Harrison, and Pinball museums and the region's four outstanding performing arts organizations Opera Roanoke, the Roanoke Symphony, Roanoke Ballet Theatre and Mill Mountain Theatre.

Volunteers play a vital role in the success of Center. More than ever volunteers are utilized by Center and the nine organizations we serve. To say that volunteers are the life blood of Center is an understatement. They are Center's life! Center staff and Board extend our sincere thank you to the many volunteers who help keep Center open and responsive to the public.



# Center in the Square Leadership

*Fiscal Year July 1, 2014 - June 30, 2015*

## 2014-2015 Board of Directors

T. Joe Crawford  
*Chair, Board of Directors*

Robert Bennett  
*Vice Chairman*

John G. Rocovich, Jr., Esq.  
*Treasurer*

Matthew Barrette

Mary L. Daniel

Melinda Payne

Steve Bowery

Gregory W. Feldmann

Raymond D. Smoot, Jr.

Robert Bennett

Dr. Michael Hamlar

Susan K. Still

Kelvin C. Bratton

Don Halliwill, MBA

Thomas C. Tillar, Jr.

Roy E. Bucher, Jr.

Terry Jamerson

David Thornhill

Glen C. Combs

Laurence M. Levy

Christine Frentz Underwood, Esq.

Paul Dallas, M.D.

Jeffrey Merritt

Barry E. Wirt, Jr.

## Ex Officio Directors

Anne Tiffany  
*President, The Athenian Society for the Arts and Sciences*

Vernon Danielsen  
*President, Opera Roanoke*

Charles A. Price, Jr.  
*President, Harrison Museum of African American Culture*

Steve Bowery  
*President, Roanoke Ballet Theatre, Inc.*

Reverend Nelson Harris  
*President, Historical Society of Western Virginia*

Dr. Janet Johnson  
*President, Roanoke Symphony Orchestra*

Cynthia Lawrence  
*President, Mill Mountain Theatre*

Tom Roller  
*Chairman of the Board, Science Museum of Western VA*

Cara Price  
*President, The Square Society*

## Directors Emeriti

Abney S. Boxley, III

Lucy R. Ellett

Charles I. Lunsford, II

Thomas R. Brock, Jr.

Elinor H. Essig

Edward G. Murphy, M.D.

Adrienne G. Bullington

John P. Fishwick (Deceased)

Betty Carr Muse

George Cartledge, Jr.

Pearl Fu

Bittle W. Porterfield, III

R. Daniel Carson, Jr.

David R. Goode

Donald G. Smith

Dorothy S. Clifton

Lucian Y. Grove (Deceased)

Charles W. Steger, Ph.D.

H. Clarke Curtis

Edwin C. Hall

Jenny Taubman

Warner Dalhouse

William B. Hopkins, Sr., Esq. (Deceased)

Jimmy L. Wade

H. Lawrence Davidson

Robert C. Lawson, Jr.

Michael E. Warner (Deceased)

Sigmund E. Davidson

Barbara B. Lemon

Susan Waldrop Donckers, R.N., Ed.D., F.N.P.

George W. Logan

## Beneficiary Organizations

Center in the Square is owned and operated by the Western Virginia Foundation for the Arts and Sciences, a 501(c)3 independent, private non-profit organization. We provide a free home, utilities, security, and custodial services to our resident organizations funded through a combination of grants, corporate donations, and individual support. In addition to providing this support for resident organizations, WVFAS also provides similar support to off-site cultural organizations housed at specific independent locations:

O. Winston Link Museum, Opera Roanoke, Roanoke Ballet Theatre, Roanoke Pinball Museum and the Roanoke Symphony Orchestra.

The Western Virginia Foundation for the Arts and Sciences owns and operates four downtown Roanoke properties:

Center in the Square • Center on Church • The former Shenandoah Hotel • The former Raymond Loewy Norfolk and Western Passenger Station Housed within our signature building known as Center in the Square are four cultural arts and science non-profit organizations:

- Harrison Museum of African American Culture
- History Museum of Western Virginia
- Mill Mountain Theatre
- Science Museum of Western Virginia

Administrative offices for Opera Roanoke are housed in Center on Church, 20 Church Avenue, S.E., Roanoke VA 24011.



HARRISON MUSEUM OF AFRICAN AMERICAN CULTURE  
*Charles A. Price, Jr. - President*



HISTORY MUSEUM OF WESTERN VIRGINIA  
*Kim Clymer - Executive Director*



O. WINSTON LINK MUSEUM  
ROANOKE, VA  
*Lane Guilliams - Director*



MILL MOUNTAIN THEATRE  
*Cynthia Lawrence - President*



OPERA ROANOKE  
*Linda Webb - Executive Director*



ROANOKE BALLET THEATRE  
*Sandra Meythaler - Executive Director*



Roanoke Pinball Museum  
ROANOKE PINBALL MUSEUM  
*Rachel Hopkins - Project Manager*



ROANOKE SYMPHONY ORCHESTRA  
*David Crane - Executive Director*



SCIENCE MUSEUM OF WESTERN VIRGINIA  
*Tom Roller - Chairman of the Board*





# Administrative Outreach

Since the inception of Center Services in June, 2006, this department has undergone significant growth and changes. Center Services is now known as Administrative Outreach. The goal of this service is to decrease costs and increase revenue for non-profit organizations in order to protect and grow the cultural resources of the Roanoke Valley, and enhance the economic health and well-being of the community.

Administrative Outreach is dedicated to helping qualified organizations within our geographic region achieve sustained economic security. We do this by providing affordable, professional marketing, data management, IT, accounting, and grant writing working for and partnering with the non-profit sector.

## Organizations Served By Administrative Outreach

Advertising Federation of Roanoke Valley	O. Winston Link Museum
Childrent's Trust of Roanoke Valley	Opera Roanoke
City of Roanoke	Roanoke Ballet Theatre
Cox Communications	Roanoke Symphony Orchestra
Downtown Roanoke, Inc.	Science Museum of Western Virginia
Gamut Theatre Company	Southwest Virginia McDonald's
Harrison Museum of African American Culture	The Roanoke Pinball Museum
Historical Society of Western Virginia	The Square Society
History Museum of Western Virginia	Virginia Museum of Transportation
Mill Mountain Theatre	Young Audiences of Virginia
Mill Mountain Zoo	

## Center in the Square Staff

Matt Bartel  
*Grants & Foundation Officer*

Tiffany Beheler  
*Education Manager & Interim Events  
& Facility Rentals Coordinator*

Sandy Bell  
*Accountant*

Harry Brown  
*Maintenance Department*

Kathleen Fort  
*Volunteer Program  
Manager*

Rachel Hopkins  
*Vice President of Development*

Lance Lemon  
*IT Administrator*

Joseph Mackereth  
*Marketing Manager*

Tara Rader  
*Database and Direct  
Mail Coordinator*

Dr. James Sears  
*President and General Manager*

Samantha Williams  
*Box Office Manager*



# VOLUNTEER

Center in the Square could not do what we do without the help and support of our volunteers. Our volunteers are teachers, business executives, parents, retirees, students, and people from all walks of life. The one thing they all

have in common is their dedication to helping their community and making a difference. They serve to staff our atrium desk as information specialists and cultural ambassadors to greet, educate, and direct our visitors. They enhance the atrium aquarium visitor experience as Tank Team aquarium docents. They complete internships offering valuable experience through real-world projects in areas such as IT, education, marketing, graphic design, development, accounting, and more. From Greek Fest to Dickens of a Christmas, help with mailings or labeling 6,000 rubber ducks, pouring beer at First Fridays or donning the Nemo costume—half the volunteer hours served at Center in the Square are for one-time special events and activities.

Last year 169 volunteers served a total of 4,068 hours for Center in the Square. Using the 2014 Virginia hourly value of a volunteer's time of \$24.90, their service is valued at an incredible \$101,293.20. At 2015's halfway mark, 152 volunteers have served 2,067 hours. With the addition of regular volunteer needs for both the Roanoke Pinball Museum and the Get Schooled! Education Program as well as several of our larger events still ahead, we are on track to exceed both the number of volunteers and hours served in 2015.

Additionally, one year ago Center in the Square began a new partnership with Mill Mountain Theatre. Our volunteer program manager recruits and schedules volunteers for plays, concerts, and poster placement freeing up the theatre staff as they prepare for performances. For the last six months of 2014, just over 1000 hours of volunteer service was scheduled for Mill Mountain Theatre. So far in 2015, Center has scheduled 948 hours of volunteer service with two major performances still ahead.

**FUN FACT:** In the past year (July 2014 August 2015) a total of 358 volunteers served at least one hour recruited and scheduled through the volunteer program manager for Center in the Square and/or Mill Mountain Theatre for a grand total of 6,494 of hours served!

**FUN FACT:** Which month of the year in 2014 had the most volunteer hours served? December!

**FUN FACT:** One of Center in the Square's Tank Team Aquarium Docents, Isabella Jessee, was crowned Miss Teen Virginia International this year.

**FUN FACT:** Another of Center in the Square's Tank Team Aquarium Docents, Matthew Newton, was named regional Teacher of the Year in 2014.





## Roanoke Pinball Museum



The Roanoke Pinball Museum is the newest addition to the Center in the Square family. The Roanoke Pinball Museum is an interactive museum dedicated to the science & history of pinball. Our mission is to

cultivate curiosity in science, art and history through pinball while preserving & honoring its role in American culture.

The Roanoke Pinball Museum opened its doors in the summer of 2015, with over 50 machines with production dates ranging from the 1930s to the 1990s. Admission to the Roanoke Pinball Museum allows patrons to play at their leisure, but also to learn. Pinball players, young and old, will be introduced to the history of pinball, the science behind the game, and have an opportunity to appreciate the color, composition and overall design of the backglasses and playfields.

SOL-compliant curriculum and educational resources are available to students and teachers to reinforce their visit to the museum. We have the opportunity to playfully educate and introduce a new generation to a game that has consistently reflected the sign of the times in American pop culture. The greater picture is just as promising. Due to a prime location and Center in the Square's consistent record of successful economic impact, it is safe to say that the Roanoke Pinball Museum will greatly contribute to our region's attractiveness.

Pinball evolved out of a combination of billiards and bowling around 1700 in France. Table top ball games knocked down pins much like bowling. Forces were imparted to the balls, which, in turn,

imparted their forces to the pins in order to knock them down. Soon, the pins became fixed so players would not have to pick them up and holes were created for scoring instead. Then, in the mid-1700s, the spring launcher was introduced. This used the stored potential energy of a spring to apply a force to the ball and launch it up an inclined playfield.

About 100 years later, modern pinball was born using the same concepts, but with marbles and metal pins instead of billiard balls and pins. The game now fit on a small table and had a glass top.



In the 1930s, the game became electrified. Electricity was used for lights and bells, making the game much more exciting. Solenoids were added to launch the ball. A solenoid is a wire wrapped around a metal bar. When a current is run through the wire, a magnetic field is produced. This field causes the spring in the plunger to contract. When it is released, the plunger puts a force on the ball which launches it up the ramp.

In 1947 flippers were introduced. These allowed the players to interact with the game more by hitting the ball and keeping it in play much longer. Now players could exert forces on the ball and move it where they wanted it to go.

In the mid to early 1970s, solid state electronics were introduced. Many of the simple electrical circuits were replaced with digital electronic components called microprocessors. These devices function as mini-computers and produce the recorded sounds and complicated flashing lights in pinball machines.







With the increased use of technology in our culture, children have fewer real-life experiences in nature and with wildlife. Children require exposure to animals and nature to sustain their interest, trust, and ultimately, concern towards wildlife and nature. Center in the Square has the unique opportunity to utilize our Atrium Aquariums and Green Rooftop to foster empathy, educate and make connections in order to inspire environmental stewardship through science. By increasing our young patron's knowledge of an aquatic species or method of lessening the carbon footprint, we not only strengthen their knowledge of environmental sciences, but contribute to their stewardship behaviors.



Our program goals are to provide outstanding educational curriculum designed to improve SOL scores for students in the Greater Roanoke Valley, provide educational opportunities for every visitor, and to be a positive contributor to regional attractiveness, staying true to our vision. Through effective curriculum, and onsite & outreach programming, we expect measurable results in the form of increased test scores in math, science, and literacy.

The Get Schooled! program features engaging and educational resources at no cost to families and individuals facing financial hardship, providing Downtown Roanoke with a destination characterized as an institution of learning and leisure, free of socioeconomic boundaries. We achieve this by not only the continuous level of support offered to our 8 key beneficiaries, but by keeping our Atrium Aquariums & Green Rooftop, and the respective programming, free of charge to visitors.



Our development as an organization positively impacts regional competitiveness. Because of Center's central location and the role we play in arts & culture in Roanoke, we have the privilege to not only attract and serve the members of our community, but play a role in making Roanoke a viable option for relocation and development. The Get Schooled! program is a self-sustaining initiative that will further strengthen the relationship between arts & culture organizations and educational institutions, building a bridge from our resources to them.



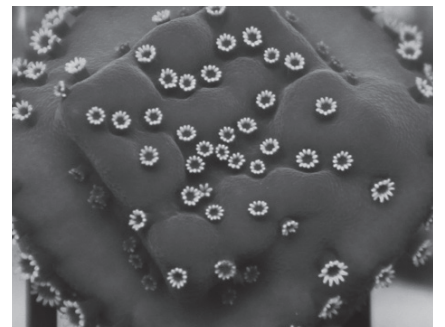


# We Grow Coral

In June of 2014, Center in the Square's staff was tasked with developing a creative solution that would generate funding to cover the operating costs of our aquarium exhibit. Our team took inventory of Center's established resources and devised an innovative solution that would not only create the revenue to sustain the state-of-the-art life-support system and exhibit, but provide exceptional educational value to our community. In November of 2014, only a few months after our initial brain-storming meeting, Center in the Square launched MountainCorals.org.

Center's aquarium experts carefully select and propagate coral through a process referred to as fragmentation or, as it is commonly called, "fragging." Each frag is made available for purchase on MountainCorals.org. Fragging coral is a simple and sustainable method that allows aquarists to share "frags" while retaining and nurturing the "mother colony." In terms of conservation, coral fragging promotes a sustainable hobby in which every wild-collected coral can be divided to produce many offspring. This sort of conservation through propagation is very popular amongst conservation-minded aquarists.

We operate entirely out of our Life Support Center at One Market Square built to manage our atrium aquarium. Existing infrastructure, materials, and space keep costs at a minimum, meaning that 100% of each purchase at MountainCorals.org goes directly to the care and maintenance of our beautiful living reef aquarium nestled in the mountains of Virginia—the Ocean in the Mountains.



# The Annual “Joy” Award

2015



The Joy Award was created to recognize the outstanding individuals who truly enrich Center in the Square with their volunteer efforts. Each year, the Joy Award is awarded to those who inspire JOY in others by their service in our community. The award is in honor of Sundry Joy Warf, a former Center in the Square staff member who passed away in 2015 from a difficult battle with cancer. Our hearts and condolences go out to Sundry's family and friends. She will be deeply missed here at the Center.

This year's recipient of the Joy Award was Sig Davidson. Sig has been a longtime supporter of Center in the Square, and was present during Center's inception back in 1982. Sig has been a dedicated volunteer since the beginning and has been instrumental to Center in the Squares success. Like clockwork, Sig can be found at the information desk every week. Thank you for all your support Sig, we really appreciate it!



Award Given In Honor of Sundry Joy Ward



Center's exciting new renovations offer picturesque backdrops for many kinds of events. The Atrium and Rooftop Pavilion have become premier event spaces that are available for group rentals. The Board Room and Community Room are perfect for smaller gatherings. The recent completion of the Rooftop Event space and Catering Kitchen make it perfect for large, catered gatherings.

Center in the Square's landmark location, in the heart of Historic Downtown Roanoke, is an unforgettable event location. From low-key affairs to all-out extravaganzas, discover an array of possibilities at the facilities in Center in the Square.

Whether you are hosting a small family celebration or a regional corporate event, Center offers facilities of distinction ranging from small and intimate to grand and unique.





The mission of the organization is to further arts and sciences in the community by cultivating opportunities for enrichment and education, and by nurturing cooperation with, and lending assistance to, organizations dedicated to the arts and sciences. These dedicated volunteers prepare mailings, help with special events, and so much more.

A thorough familiarity with important regional sites of interest becomes an asset to Athenians as they fulfill their most important role in the Roanoke arts community - that of greeting visitors and providing information at the Information Desk at Center in the Square.

## JULY 2014 - JUNE 2015 OFFICERS

President	Barbara Nesmith
Finance	Donna Grabarczyk
Nominating	Elizabeth Cole
Projects:	Chris Landon-CHIP Ruth Daily • Turning Point
Secretary	Christine Jordan
Treasurer	Ruth Dailey

## COMMITTEE CHAIRS

First Vice-President	Carol Ryan
Care Connection	Jeanette Potter
CITS Mailings	Margaret Lawson
	Margaret Zerbst
Directory	Rita Herbst
Historian	Linda Adamo
Membership	Jeanette Potter
Newsletter	Linda Adamo
Newsletter Mailing	Ruth Kreienbaum
Second Vice-President	Chris Landon
Art Study Group	Pat Bijwaard
Field Trips	Brigitta Mahana
	Irene Jones
Hollins Sampler	Ginny West
	Patty Hall
Lectures	Peggy Davis
	Ginger Brown
Publicity	Leigh McKay
Third Vice-President	Virginia Gregory
Fall Coffee	Debbie Miller
Holiday Luncheon	Barbara Landon
Spring Luncheon	TBA



# thesquaresociety

The Square Society is a group of young professionals from the Roanoke Valley devoted to the future of Center in the Square. Members are culturally interested, active professionals who support Center through fundraising and volunteer activities.

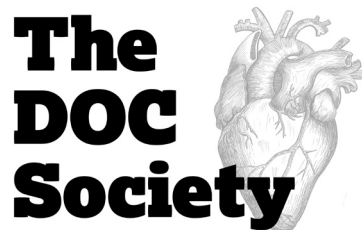
Since 1996, the Square Society has raised over \$279,000 in unrestricted funds for Center in the Square through a variety of events. They are proud of the difference they make and are united in their unconditional support of cultural arts, sciences, and economic development.

## THE SQUARE SOCIETY MISSION

- ▣ To raise funds for Center in the Square that can be used freely to meet Center's needs.
- ▣ To increase awareness of members, as well as the community, of all Center in the Square has to offer.
- ▣ To build a strong, active network of young-minded professionals dedicated to creating a foundation for future Center in the Square support.
- ▣ To provide a creative and fun social outlet for many young-minded professionals in the Roanoke Valley to network and gather while supporting Center in the Square and its organizations.







Doctors of Center in the Square

Center in the Square is turning to the medical community for support. Through the years, many physicians and their families have supported Center. Now, Center in the Square has provided an exclusive society for physicians who donate to Center. This Society called DOCS (Doctors of Center in the Square) give physicians an opportunity to support Center in the Square and receive public recognition and personal benefits.

### CHAIRMAN'S BLUE RIBBON CIRCLE

Center in the Square has a circle of friends called the Chairman's Blue Ribbon Circle. The members of this group have made a commitment gift of at least \$250 each year for the next four years. Their passion for arts, culture, and education in the region are an inspiration for us all and we are proud to have them as members of the Center in the Square family.



Blue Ridge Dental Group  
Cole & Associates CPAs, LLC  
Cox  
Devine Building Services  
Hall Associates, Inc.  
Miller, Long & Associates, Inc.  
Montano's  
Norfolk Southern Foundation  
OPX Solutions, LLC  
Wells Fargo Foundation  
Mr. & Mrs. J. Rudy Austin  
Dr. & Mrs. Christopher Baker  
Mr. & Mrs. Daniel J. Barchi  
Mr. & Mrs. Robert G. Bennett  
Ms. Hazel Bernard  
Mr. & Dr. George B. Cartledge, III  
Mr James Chisom  
Sherry & Steve Davidson

Mr. H. Michael Deneka, Esq.  
Mr. & Mrs. John Dooley  
Barbara & Theodore Euson  
Mr. & Mrs. John Ferguson  
Dr. & Mrs. Paul T. Frantz  
Jan & R& Garrett  
Cheryl & David Griffith  
Mr. & Mrs. Edwin C. Hall  
Mr. & Mrs. Joseph M. Hoff  
Mr. & Mrs. F. Courtney Hoge  
Mrs. Shirley Holland  
Jennifer & Patrick Johnson  
Mr. & Mrs. Herman D. Kemp, Jr.  
Ms. Donna P. Kirk  
Diane & Ed Machado  
Mr. & Mrs. Frank C. Martin, III  
Mr. & Mrs. Arnold P. Masinter  
Dr. David P. Minichan, Jr.

Mr. Harry P. Montoro  
Marie & John Morris  
Sara Belle & John C. Parrott  
Drs. Sharon & Craig Ramey  
Mr. & Mrs. Frank W. Rogers, III  
Mr. & Mrs. Richard R. Sayers  
Mr. Phillip F. Sparks  
Dr. & Mrs. Donald L. Steinweg  
Mr. & Mrs. Kevin G. Sullivan  
Mr. Lew Thompson  
Mr. & Mrs. Richard Ungerer  
Dr. & Mrs. E. Mark Watts  
Ms. Elizabeth R. Whitney  
Dr. & Mrs. Barry Wolfe

Please note that the listing above reflects Blue Ribbon Circle Members whose gifts and pledges were received through June 30, 2015.

# Special Programs & Events

## *Highlights of 2014-2015*

### Annual Dinner 2014

There was a good turn out for Center in the Square's annual dinner 2014. We started out the night mingling and taking part on a silent auction sponsored by O. Winston Link Museum. We had a presentation from the Square Society, as well as, the initiation of a new Chairman of Center's Board of Directors, T. Joe Crawford, Vice President and General Manager of Steel Dynamics. We discussed volunteers and scholarships, and even had a special presentation and experiments from the executive director of the Science Museum of Western Virginia. Center in the Square would like to thank everyone who attended.



### Annual Dinner 2015

Center in the Square's 2015 annual dinner highlighted one of Center's eight beneficiaries, the History Museum of Western Virginia. Dr. James I. "Bud" Robertson was the keynote speaker. Dr. Robertson is a Civil War historian who has spent most of his life researching the human side of the Civil War. His popularity made the night a big hit with the most attendants at the annual event. The night also included the presentation of the JOY Award and a silent auction sponsored by Historical Society of Western Virginia.



### Center Society Dinner

The Center Society invited all its benefactors to a special recognition evening to show their appreciation. There was a delicious cocktail buffet with exclusive tours of the Aquarium Life Support System. People were able to get their picture taken with a mermaid with a sea life background. The night ended being treated to breathtaking views from the roof with s'mores and other desserts. It was a fun night.





# Special Programs & Events

*Highlights of 2014-2015*

## Grand Opening of Roanoke Pinball Museum



Roanoke Pinball Museum



The Roanoke Pinball Museum's grand opening was a big hit. The cutting of the ribbon signified the official open for business for this new addition to Center in the Square. For one admission everyone young and old enjoyed playing a little pinball. Many loved the museum so much, they traded in their one night ticket purchase for an annual membership, giving them the freedom to come anytime for a year.

The museum is also not only set up for pure fun, but teachers can bring their students and have an online curriculum available to make the experience a learning one. This addition of the Pinball Museum is definitely one for all ages and multiple purposes.



## Unveiling of Predators of the Amazon Exhibit

Roanoke Catholic school was in attendance when Center in the Square unveiled a new exhibit in the atrium in September. The Predators of the Amazon exhibit teaches about the Amazon river and the predators that make their home there. The new exhibit includes the silver Arowana, Ripsaw Catfish, Redhook, Peacock Bass, and the Tiger Shovelnose Catfish. Center would like to thank Steve Bowery for providing support for this exhibit.



# Donors, Contributors & Supporters

## Annual Donors 2014 - 2015

Annual campaign gifts to Center in the Square fund the day-to-day operations of Center's facilities. We rely on strong support from individuals and corporations in the community to provide one-third of our operating budget.

.....

### SUMMA Donors

#### Gifts of \$5,000 & More

.....

Ceres Foundation Inc.  
City of Salem  
Corrugated Container Co.  
County of Roanoke  
Elbert H., Evelyn J., & Karen  
Waldron Charitable Foundation  
GE Foundation  
Helen S. & Charles G.  
Patterson, Jr. Charitable  
Foundation  
Moss & Rocovich, P.C.  
New River Electrical Corporation  
Norfolk Southern Foundation  
Optical Cable Corporation  
Plastics One Inc.  
Roanoke Gas Company  
The Cartledge Foundation, Inc.  
The Dorothy S. & Walter  
Muir Memorial Fund  
The Sam & Marion Golden  
Helping Hand Foundation, Inc.  
The Square Society  
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Mr. & Mrs. Powell M. Leitch	Nurturer		Yellow Tang	Cathy & Nick Leitch
Mr. & Mrs. Roger Pommerenke	Friend		Royal Gramma	
Dr. & Mrs. R. Andrew Whisnant	Nurturer		Moon Jellyfish	
Mr. & Mrs. Robert H. Bennett	Protector		Yellow Tang	
Ms. Patricia A. Hall	Friend	Jeramiah	Seahorse	In Honor of James Driscoll
Ms. Patricia A. Hall	Friend	Marlena	Seahorse	In Honor of James Driscoll
Ms. Patricia A. Hall	Friend	Jeramiah	Hippo Tang	In Honor of Craigery Heath
Ms. Patricia A. Hall	Friend	Marlena	Hippo Tang	In Honor of Craigery Heath
Mr. & Mrs. Arnold W. Brown	Nurturer		Moon Jellyfish	In Honor of Sid, Aidan and Olivia
Mr. & Mrs. James M. Nowak	Friend		Yellow Tang	
Mr. & Mrs. Bill T. Arnold	Guardian		Moon Jellyfish	
Honeywood Apartment Homes	Protector	Hunter	Seahorse	Michelle and Amber
Mrs. Joseph C. Thomas, Sr.	Friend	Fishy	Clownfish	
Mrs. Joseph C. Thomas, Sr.	Friend	Fishy	Clownfish	
Mrs. Joseph C. Thomas, Sr.	Friend	Jelly	Moon Jellyfish	
Mrs. Joseph C. Thomas, Sr.	Friend	Jelly	Moon Jellyfish	
Mr. & Mrs. Joseph C. Thomas, Jr.	Friend	Jelly	Moon Jellyfish	Blake Thomas
Mr. & Mrs. Joseph C. Thomas, Jr.	Friend	Jelly	Moon Jellyfish	Joseph C. Thomas, III
Mr. & Mrs. Joseph C. Thomas, Jr.	Friend	Fishy	Clownfish	Blake Thomas
Mr. & Mrs. Joseph C. Thomas, Jr.	Friend	Fishy	Clownfish	Joseph C. Thomas, III
Mr. Steven Cunningham	Friend		Clownfish	
Mr. Steven Cunningham	Friend		Clownfish	
Mr. Steven Cunningham	Friend		Mandarin Dragonette	
Mr. Steven Cunningham	Friend		Mandarin Dragonette	
Mrs. Sarah H. McClain	Guardian		Clownfish	
Mrs. Sarah H. McClain	Guardian		Clownfish	



# Sustainability Program

NAME	CATEGORY	FISH NAME	FISH ADOPTED	IN HONOR /MEMORIAL
Mrs. Sarah H. McClain	Conservator		Yellow Tang	
Mrs. Sarah H. McClain	Guardian		Clownfish	
Mr. & Mrs. Alan Lovell	Friend		Royal Gramma	
Mr. & Mrs. Alan Lovell	Friend		Royal Gramma	
Mr. & Mrs. Alan Lovell	Friend		Royal Gramma	
Mr. & Mrs. Samuel B. Long	Nurturer		Mandarin Dragonette	
Mr. & Mrs. Harford W. Gardner	Friend	Sebastian	Copperbanded Butterflyfish	In Honor of Sebastian Gardner
Dr. & Mrs. Charles H. Holland	Nurturer		Moon Jellyfish	
Maryellen & Bob Goodlatte	Nurturer		Copperbanded Butterflyfish	
Mr. Donald J. Dennehy	Nurturer		Mandarin Dragonette	In Honor of Elizabeth Dennehy
Mrs. Joan D. Lawson	Nurturer		Hippo Tang	
Mr. & Mrs. Alan Lovell	Friend		Hippo Tang	
Mr. & Mrs. Alan Lovell	Friend		Hippo Tang	
Mr. & Mrs. Alan Lovell	Friend		Hippo Tang	
Mr. & Mrs. Alan Lovell	Friend		Moon Jellyfish	
Mr. & Mrs. Alan Lovell	Friend		Moon Jellyfish	
Mr. & Mrs. Alan Lovell	Friend		Moon Jellyfish	
Mr. & Mrs. Donald E. Wilson	Friend	Maggie	Royal Gramma	
Smith Mountain Lake Women's Club	Nurturer		Clownfish	
The Honorable Brenda L. McDaniel	Friend	Snowball	Seahorse	In Memory of Hester McDaniel
David Rowland	Friend	Rocky	Seahorse	
Christine Jordan	Friend		Yellow Tang	
Jacob D. Pugh	Friend	Bort	Bartlett's Anthias	
Sandra Andrew, DDS, PC	Friend	Flossie	Moon Jellyfish	
Jennifer Pfister & Mark Santoroski	Nurturer	Sea Thunder		
Audrey Sprenger	Friend		Bartlett's Anthias	Bring the Green - Event
Debra McClure & Robert Turcotte	ClassroomClub		Mandarin Dragonette	Bring the Green - Event
Debra McClure & Robert Turcotte	ClassroomClub		Mandarin Dragonette	Bring the Green - Event
Freedom First Credit Union	ClassroomClub		Mandarin Dragonette	
Maygon Sowder & Barry Wirt, Jr.	Friend	Cee Lo	Seahorse	The Square Society
Melissa Caudill	Friend	Pegasus	Seahorse	The Square Society
Adam Johnston	Friend	Perry	Hippo Tang	The Square Society
Randall Walters	Friend		Clownfish	The Square Society
Megan Read	Friend	Neil	Moon Jellyfish	The Square Society
Christie Rakes	Friend	Fluffy	Hippo Tang	In Honor of Mom - Square Society
Anderson Wagner	Friend	O1b	Moon Jellyfish	The Square Society
Mr. Michael Guntlow	Friend	Lucy	Hippo Tang	In Memory of Bobbi Guntlow
Corey Spalding	Friend	Reggie	Seahorse	The Square Society
David & Justine Jones	Friend	Smiley	Clownfish	The Square Society
Kathi & Mark Hostetter	Friend	Bella	Moon Jellyfish	In Honor of Mark Hostetter

# VALUE OF SUPPORT PROVIDED TO BENEFICIARY ORGANIZATIONS

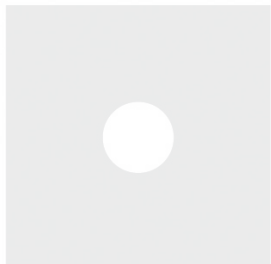
## July 2014 – June 2015

BENEFICIARY ORGANIZATIONS	VALUE OF SPACE	**OTHER SERVICES	***CAPITAL EXPENDITURE	TOTAL VALUE OF SUPPORT
Historical Society of Western Virginia				
History Museum of Western Virginia	\$518,524.00	\$70,671.00	\$99,618.49	\$1,127,943.49
O. Winston Link Museum	\$374,000.00	\$51,000.00	\$14,400.00	
Mill Mountain Theatre	\$876,018.00	\$119,457.00	\$175,915.67	\$1,665,274.67
Shenandoah Hotel	\$374,000.00	\$51,000.00	\$0	
Opera Roanoke	\$29,810.00	\$4,065.00	\$5,960.72	\$39,835.72
Harrison Museum of African American Culture	\$305,580.00	\$41,670.00	\$61,320.88	\$408,570.88
Roanoke Ballet Theatre	\$40,000.00	\$0	\$0	\$40,000.00
Science Museum of Western Virginia	\$932,624.00	\$127,176.00	\$187,241.03	\$1,247,041.03
Roanoke Symphony Orchestra	\$40,575.00	\$13,350.00	\$0	\$53,925.00
<b>TOTAL</b>	<b>\$3,552,641.00</b>	<b>\$485,493.00</b>	<b>\$544,456.79</b>	<b>\$4,582,590.79</b>
<p>* Includes utilities</p> <p>** Includes maintenance, security, custodial, and administrative services</p> <p>*** Capital expenditures are based on square footage calculations and may be reallocated in future after project completion</p>				



This Annual Report includes our supporters whose gifts were received from July 1, 2014 through June 30, 2015. We have taken great diligence to present an accurate listing.

We regret any error or omission, and ask that such be brought to our immediate attention. Please Contact: [jsears@centerinthesquare.org](mailto:jsears@centerinthesquare.org).

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