



CONTENTS

Director's Report	3
Exhibitions and Collections	7
2009 Acquisitions	10
Center for Art + Environment	15
Education	17
Marketing and Promotion	22
Support	25
Financials	28
Donors	30

FRONT COVER | Entry view of
*Between Grass and Sky: Rhythms
of a Cowboy Poem.*

BACK COVER | Chris Jordan, *Sand
& Gravel Yard, New Orleans*
(detail), 2005. Ultrachrome
pigmented inkjet, 44 x 82
inches. *The Altered Landscape*,
Carol Franc Buck Collection.

Photo Credits:

ERIK FLIPPO | pages 6, 9, 20

JAMIE KINGHAM | pages 3, 17, 23, 26

COLIN ROBERTSON | page 18

CANDICE PENDLETON TOWELL |
front cover; pages 4, 25

© 2010 Nevada Museum of Art
160 W. Liberty Street
Reno, Nevada 89501
775.329.3333
nevadaart.org



DIRECTOR'S REPORT

Without question, 2009 was a turning point for the Nevada Museum of Art.

David B. Walker
Executive Director | CEO

In the midst of tremendous economic constraints, we began the year with the successful launch of our **Center for Art + Environment**, a research center designed to support the practice, study and awareness of creative interactions between people and their natural, built and virtual environments. Led by Director William L. Fox, the Center is the culmination of several years of strategic planning and opening day was a milestone celebration made more special by the announcement of an important gift — The Deiro Collection. This rare archival collection of documents, drawings, books, photographs and miscellaneous ephemera from pioneering land artists Michael Heizer and Walter de Maria, among others, set into motion a number of subsequent archive acquisitions of-note. In short order, the Center for Art + Environment became a unique and internationally-recognized research center that has garnered funding support from several prestigious national foundations.

Of course, 2009 was not without its challenges. The Board of Trustees provided prudent financial stewardship and worked closely with senior staff to guide the institution through the darkest days of the recession. Based on a series of “stress test” scenarios created in the fall of 2008, the Museum

FACES: CHUCK CLOSE AND CONTEMPORARY PORTRAITURE featured a variety of large-scale portraits from the San Francisco collection of Doris and Donald Fisher.

proactively reduced expenses by nearly 20 percent through layoffs, mandatory staff furloughs, closure of the building to the public on Tuesdays, and going “dark” on Mondays. Ultimately, we were extremely fortunate to exceed our revenue goals and finished 2009 with a balanced budget. Further, with a strong investment policy in place, the Museum’s endowments remained vested in the market and by year-end had recovered most of their losses.

As museums around the country have turned to their own permanent collections to avoid the expensive costs associated with traveling exhibitions, we too began the year with a survey of our permanent collection. **LOOKING FORWARD, LOOK BACK: THE COLLECTION IN CONTEXT** placed objects from the permanent collection into new contexts and explored themes such as topography and mapping; nuclear, water, land use issues and mining in the American West.

FACES: CHUCK CLOSE AND CONTEMPORARY PORTRAITURE from the collection of Doris and Donald Fisher, founders of The Gap, offered another chance to present a low-cost, high impact exhibition. Longtime friends of the Nevada Museum of Art, the Fishers made their extraordinary contemporary art collection available for the purposes of creating an exhibition that reconsiders what defines a portrait for artists working today. Given the popularity of social media such as Facebook, MySpace and YouTube, exploring issues of personal identity through autobiographical narratives and images made this exhibition particularly relevant. We remain extremely grateful to the Fisher family and



Doris and Don Fisher Collection Curator Laura Satersmoen for their support and partnership.

Honorary Chairs Kristen and Skip Avansino at the Between Grass & Sky Gala, an event celebrating the collaborative exhibitions presented by the Museum and the Western Folklife Center commemorating the 25th anniversary of the National Cowboy Poetry Gathering.

Nevada has many unique cultural organizations and we proudly partnered with one of them—the Western Folklife Center in Elko, Nevada. The Western Folklife Center produces the annual National Cowboy Poetry Gathering and 2009 marked the event’s 25th anniversary. This milestone presented an opportunity to create the concurrent exhibitions **BETWEEN GRASS & SKY** at the Nevada Museum of Art and Western Folklife Center. Inspired by the widely celebrated poem *Grass*, written by legendary Texas poet Buck Ramsey, **BETWEEN GRASS & SKY: RHYTHMS OF A COWBOY POEM** featured a range of contemporary artworks

and cowboy gear that spoke to the values and artistic traditions, and future of the West. The uniqueness of the collaboration was recognized by the E. L. Wiegand Foundation, whose exclusive sponsorship of the entire project allowed the Nevada Museum of Art and Western Folklife Center to produce a truly unique state-wide collaboration.

The Museum's education and public programs kept the building buzzing as demand for our school tours increased and our outreach efforts expanded. We are grateful to the Fairweather Foundation, who enabled the Museum to grow our popular School Tours Program and **Free Unlimited High School Admission Program** into Douglas County. We believe that programs such as these truly change communities. In addition to the popular concerts and lectures that attracted broad audiences, we held our first-ever **Sustainable Energy and Communities Summit** that successfully brought together a statewide group of community, business and arts leaders to explore the future of a new regional economy based on clean and sustainable energy resources. Jim Davis, president of San Francisco-based Chevron Energy Solutions, presented a compelling keynote that surveyed this future on a global scale.

Generating new scholarship continues to be a high priority of this institution. One such highlight was the release of a full-color 88-page book titled *Chris Drury: Mushrooms | Clouds*. Co-published by the Nevada Museum of Art and the Center for American Places at Columbia College Chicago, the book is being distributed by the University of Chicago Press. Written and edited by Ann

Wolfe, Curator of Exhibitions and Collections, *Mushrooms | Clouds* features multiple new artworks by British artist Chris Drury commissioned by the Museum and partner organizations including the Desert Research Institute, Pyramid Lake Museum and Visitors Center, and For-Site Foundation. We are thankful for the support of the Elizabeth Firestone Graham Foundation for helping us to realize this important and innovative project.

In addition to creating a new five-year strategic plan that aims to bolster our service to community while also enhancing our international reach, the staff and board crafted a new mission statement that now reads:

We are a museum of ideas. While building upon our founding collections and values, we cultivate meaningful art and societal experiences, and foster new knowledge in the visual arts by encouraging interdisciplinary investigation. The Nevada Museum of Art serves as a cultural and educational resource for everyone.

As always, the Museum's strongest asset continues to be the depth and reliability of our membership support, and the contributions of our donors and corporate sponsors. We will continue to seek new and innovative ways to build on our strengths as we develop greater capacity to deliver effective programs for regional and international audiences. On behalf of the dedicated staff, volunteers and Board of Trustees, I thank you for being part of the Museum family and look forward to reporting on another successful year of accomplishments in 2010. ■



FACES: CHUCK CLOSE AND CONTEMPORARY PORTRAITURE



EXHIBITIONS AND COLLECTIONS

Despite a challenging economic start to 2009, the Museum maintained a high-caliber lineup of exhibitions that attracted both national and international acclaim, along with attention from regional audiences. Significant progress also continued in regard to the continued shaping and development of the permanent collection, which proved to be one of the year's priorities.

Throughout the year, the Curatorial Department maintained its commitment to originating exhibitions in the Art + Environment exhibition series, which unites scholars and artists with the community to explore the interaction between people and the natural, built and, virtual environments. In 2009, the series featured artists who were already widely recognized around the world, alongside those who were just emerging on the international stage. Three key photography exhibitions anchored the year's Art + Environment series. **THE GRID: BERND AND HILLA BECHER** surveyed the pioneering couple's most renowned black-and-white industrial landscape works, while **CARLETON E. WATKINS: YOSEMITE PHOTOGRAPHS**, brought focus to the natural landscape in one of America's most fragile national

Dean Burton, *Linear (0647)*, 2006.
Archival digital pigment print,
67 x 44 inches. Gift of the artist.

parks. The exhibition **JOAN MYERS: WESTERN POWER** made visible a range of power plants throughout the Western United States and served as the backdrop for the **Sustainable Energies and Communities Summit**. The exhibition **OPEN AIR: IMPRESSIONS OF THE CALIFORNIA LANDSCAPE** showcased major works by plein-air artists who have long enjoyed an up-close relationship to the beauty of the natural landscape. Other key exhibitions in the series challenged notions regarding conventional interpretations of the environment. In **SURFACE DEPTH**, Lordy Rodriguez rendered geologic and topographic landforms, such as desert lakes and volcanic island chains in new ways, and in the exhibition **ROOT | BOUND**, Vietnamese-American artist Tuan Phan considered the human body as a metaphorical map that physically charts the course of personal journeys.

The year 2009 brought disappointing news from southern Nevada. The closure of the Las Vegas Art Museum galvanized the role of the Nevada Museum of Art as the state's only art museum and reaffirmed its need to serve the diverse interests of the state's population. A broad range of exhibitions helped to achieve this goal. **FACES: CHUCK CLOSE AND CONTEMPORARY PORTRAITURE** featured paintings, photographs, and tapestries from one of America's most renowned artists, alongside portraits by some of the world's leading artists including Cindy Sherman, Shirin Neshat, Gerhard Richter, and Andy Warhol. On opposite ends of the spectrum, **MONSTERS AND MAIDENS: AMPHORA POTTERY OF THE ART NOUVEAU ERA** featured decorative objects from the always-popular Art Nouveau era, while **BLINK**, a digital projection by George



Legrady, dazzled visitors of all ages with its matrix of human eyes that opened and closed based on dynamically-determined, real-time mathematical computations. Two exhibitions featuring the work of Nevada artists were also included on the exhibition roster: **MIRACLE CHILDREN: PORTRAITS BY REED BINGHAM** captured the expressions of local children who had suffered extreme physical trauma but are

Bernd and Hilla Becher, *Winding Towers (Beton)*, 1967–1988. Black and white photographs, 68 1/4 x 56 1/4 inches (overall). Private Collection.

now healthy, and in **SWARM**, Elaine Parks used clay to document the annual invasion of Mormon crickets in the Nevada town of Tuscarora, located about 50 miles north of Elko in the northeastern region of Nevada. The year ended with the opening of the feature exhibition **REMBRANDT: THE EMBRACE OF DARKNESS AND LIGHT**, which celebrated the life and legacy of one of the world's most well-known artists and proved to have widespread appeal.

A major exhibition early in the year helped the Curatorial Department set a strategic vision for the development of its permanent collection. **LOOKING FORWARD, LOOKING BACK: THE COLLECTION IN CONTEXT** surveyed highlights from the permanent collection, emphasizing how past acquisition strategies help to inform the Museum's current collecting focus on artworks that engage with natural, built, and virtual environments. With the **LOOKING FORWARD, LOOKING BACK** exhibition, the Collections Committee also began a year-long process that culminated in the official deaccessioning of 295 artworks. Deaccessioning is an ongoing procedure that occurs in all art museums accredited by the American Association of Museums (AAM). The Collections Committee, guided by curatorial staff, undertook this process with an aim to strategically narrow the Collection's focus on the intersections of art and environments.

In 2009, the Curatorial Department also secured a major contract with Rizzoli Publishing in New York to co-publish a 288-page, full color book featuring selections from the Museum's Altered Landscape: Carol Franc Buck Collection in 2011. Much of the acquisition activity in 2009 focused

on rounding out the photography collection for the publication of this book. In looking toward 2010, the Curatorial Department also initiated important research in preparation for the purchase of a new collections management database with increased web-based public access features, along with high-end digital photography system to allow for documentation of the entire Museum collection. ■



Guests experienced **SWARM**: ELAINE PARKS when peering into the Small Works Gallery.

2009 ACQUISITIONS

Dean Burton

Linear (0647)
2006
Archival digital pigment print
67 x 44 inches
Gift of the artist

William Christenberry

Blue Trailer, Near Demopolis, Alabama
2000
Chromogenic print
3 ¼ x 5 inches
The Altered Landscape, Carol Franc Buck Collection

Yellow Mobile Home, Demopolis, Alabama
1976/2000
Chromogenic print
3 ¼ x 5 inches
The Altered Landscape, Carol Franc Buck Collection

Cara Cole

The Sky Above the Mud Below #11
2002
Inkjet print
20 ¾ inches x 29 ¾ inches
Gift of the artist

Chris Drury

Boletus Circle
2009
Screenprint on paper
47 x 41 inches
Gift of the artist

William Eggleston

Untitled (from the Louisiana Project)
2001
Chromogenic print
12 x 17 ¾ inches
The Altered Landscape, Carol Franc Buck Collection

J. B. Fitts

Line of Trees
2006
Chromogenic print
37 x 52 inches
The Altered Landscape, Carol Franc Buck Collection

Elizabeth Gomez

Moth Prayer
2001
Mixed media on paper
30 x 22 inches
Gift of the artist

Christian Hogue

Antenna Forest
2000
Digital c-print
39 ¼ x 118 inches
The Altered Landscape, Carol Franc Buck Collection

Michael Heizer

45°, 90°, 180°
1983
Lithograph, screenprint, etching and stamping on paper
32 x 46 ¼ inches
Gift of Joan and G. Robert Deiro

Chris Jordan

Sand & Gravel Yard, New Orleans
2005
Ultrachrome pigmented inkjet
44 x 82 inches
The Altered Landscape, Carol Franc Buck Collection

Stud Yard, Tacoma
2005
Ultrachrome pigmented inkjet
27 x 83 inches
The Altered Landscape, Carol Franc Buck Collection

Walter W. Lab

Bag No. 1, Annoyance and Longing
2006
Oil on canvas
28 x 36 inches
Gift of the Artist

Michael Light

Cadiz Lake at 600', 0700 Hours, Twentynine Palms, CA
2000
Pigment print on aluminum
24 x 30 inches
Gift of the Artist

Manuel Neri

Untitled
not dated
Ink, applied paper, and graphite on paper
25 ½ x 22 ½ inches
Gift of Norman Jones

Pat Oleszko

Untitled
not dated
Mixed media
8 x 8 x 30 inches
Gift of Norman Jones

Elsie Palmer Payne

Sheep Dipping Time
circa 1930s
Oil on canvas
24 x 29 ½
Purchased with funds from the E. L. Wiegand Foundation

Albert Sheldon Pennoyer

Highway at Emerald Bay
not dated
Oil on canvas
24 x 29 inches
Gift of Mr. George and Mrs. Joan Beitzel

Minerva Lockwood Pierce

Untitled
1935
Watercolor on paper
6 x 10 inches
Gift of Ron and Dianna Vannatta

Lordy Rodriguez

Salt Flat Desert Valley
2006
Ink on paper
180 x 108 inches (overall)
Purchased with funds from the Elke Hoppe Youth Advancement Trust

2009 ACQUISITIONS

Untitled nos. 298, 335, 342, 356, 359, 387, 443, 377, 443, 508
2008
Ink on paper
10 x 14 inches (each)
Gift of the Artist

Lake Land
2005
Ink on paper
32 x 46 inches
Purchased with funds in honor of Norman J. Slama, Elke Hoppe, Bruno and Edna Benna, Robert Kostka, Ruth H. Adams, Virginia M. Bell, and the grandchildren of Anne and Wesley Hall

Tino Rodríguez

Unravel
2003
Iris print
17 x 17 inches
Gift of the Artist and Electric Works, San Francisco

Mary Snowden

Levittown
2001
Painting on panel
84 x 60 inches
Gift of the Artist and Braustein Quay Gallery

Moses Soyfer

Alone in the Studio
not dated
Oil on canvas
19 ¾ x 22 ¾ inches
Purchased with funds from the E. L. Wiegand Foundation

Frank Stick

Winter Hunter
1906
Oil on canvas en grisaille
30 x 20 inches
Purchased with funds from the E. L. Wiegand Foundation

Mark Stock

Elena
2008
Oil on canvas
52 x 40 inches
Gift of The Wilhelm Hoppe Family Trust

Sam Tchakalian

Front Page
1993
Oil on canvas
72 x 120 inches
Gift of Coleen S. & Stephen R. Cornwell

Robert Voit

Desert Mountain, Scottsdale, Arizona, USA
2005
Type c-print
20 ¼ x 16 ¼ inches
The Altered Landscape, Carol Franc Buck Collection

Desert Hills, Las Vegas, Nevada USA
2006
Type c-print
20 ¼ x 16 ¼ inches .250 X 16.250
The Altered Landscape, Carol Franc Buck Collection

Estoril, S. Pedro, Portugal
2006
Type c-print
20 ¼ x 16 ¼ inches
The Altered Landscape, Carol Franc Buck Collection

CA+E ARCHIVES

The Deiro Collection

Earthworks records by Michael Heizer, Walter De Maria, and Charles Ross
1960s - present
Collection of Nevada Museum of Art, Center for Art + Environment, *The Deiro Collection*, Gift of G. Robert and Joan Deiro

Arcy Douglass

The Arcy Douglass Land Arts Investigations and Writings Collection
Field investigations, photographs, and articles
2009
Collection of Nevada Museum of Art, Center for Art + Environment Archives, Gift of Arcy Douglass

Guandu International Outdoor Sculpture Festival

European, American, and Asian artists commissioned for site specific projects
2006-2009
Collection of Nevada Museum of Art, Center for Art + Environment, Gift of Jane Ingram Allen

Land Arts of the American West

Field studies program at the University of New Mexico
2000
Collection of Nevada Museum of Art, Center for Art + Environment, Gift of the program

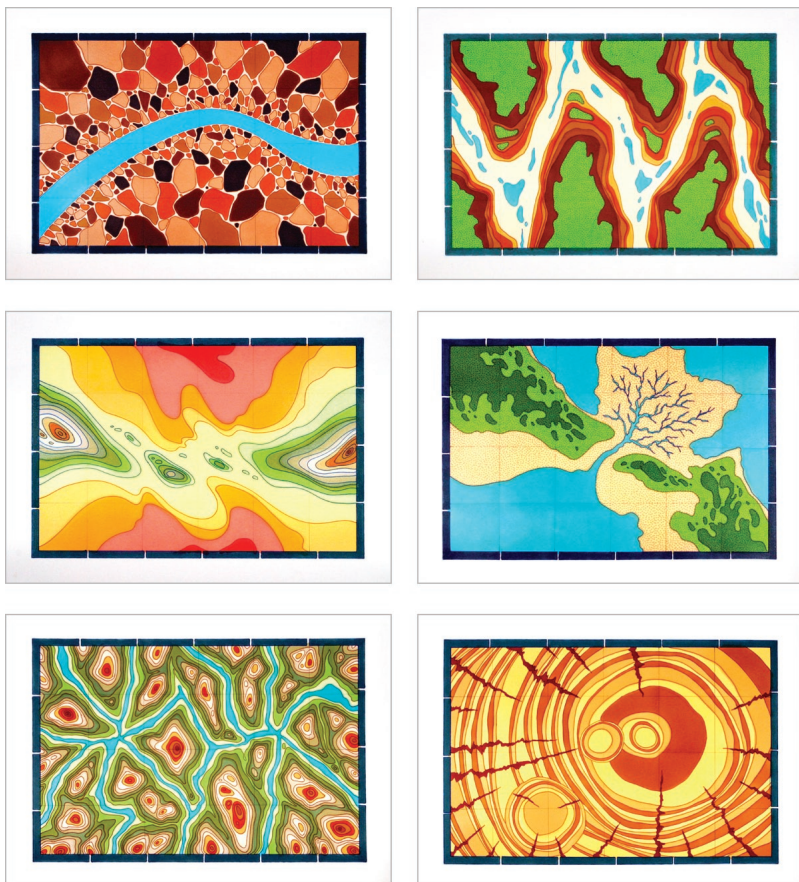
Ecoartspace

Archive of curated art and environment exhibitions
1997-2009
Collection of Nevada Museum of Art, Center for Art + Environment, Gift of Patricia Watts



2009 ACQUISITIONS

Christian Hogue, *Antenna Forest*,
2000. Digital c-print, 39 ¼ x 118
inches. *The Altered Landscape*,
Carol Franc Buck Collection



2009 ACQUISITIONS

Lordy Rodriguez, *Untitled nos. 298, 335, 342, 356, 359, 387, 443, 377, 443, 508*, 2008. Ink on paper, 10 x 14 inches (each). Gift of the Artist.



Michael Light, *Cadiz Lake at 600', 0700 Hours, Twentynine Palms, CA*, 2000. Pigment print on aluminum, 24 x 30 inches. Gift of the Artist.



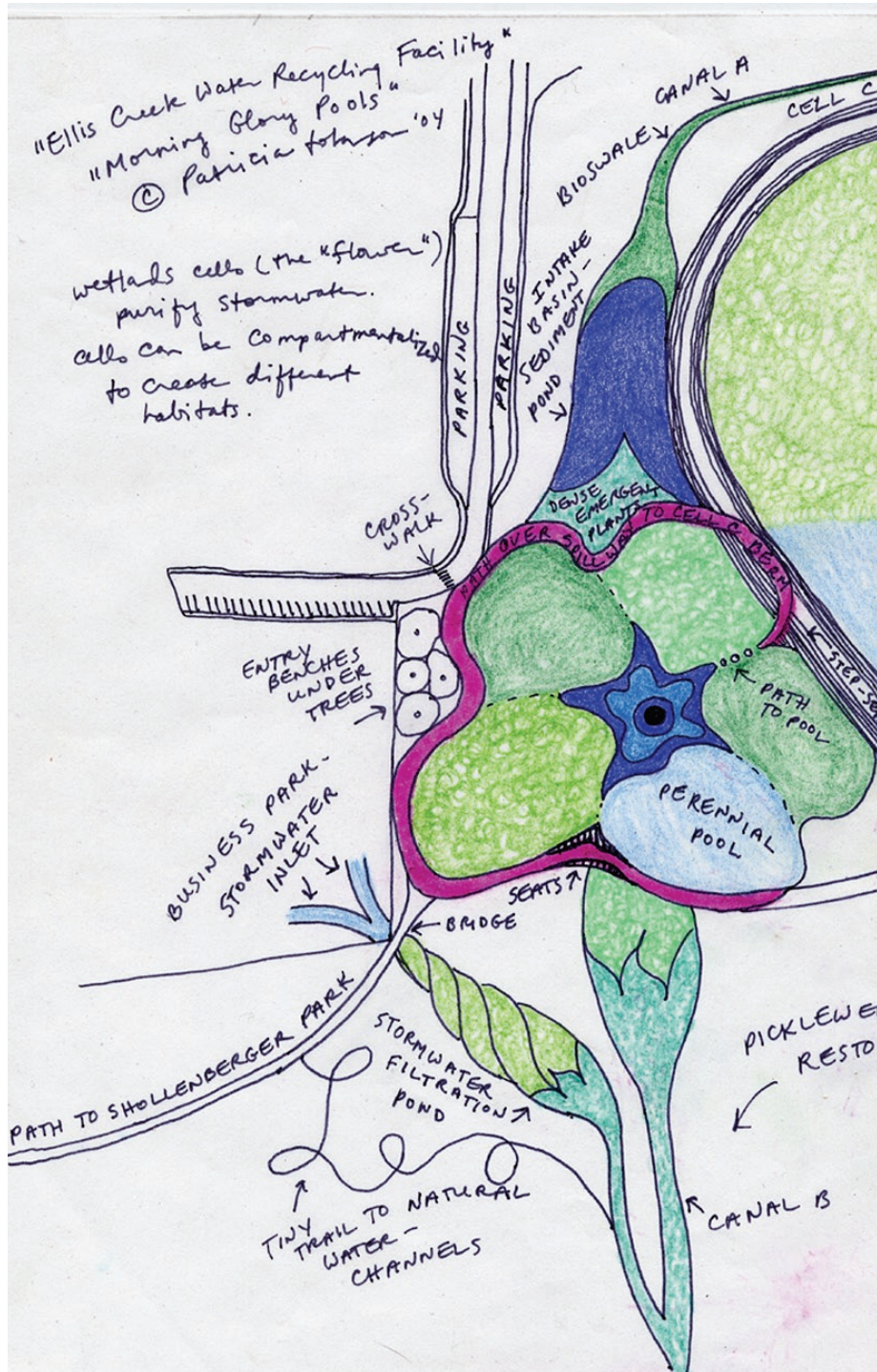
2009 ACQUISITIONS

Elsie Palmer Payne, *Sheep Dipping Time*, circa 1930s. Oil on canvas, 24 x 29 ½ inches. Purchased with funds from the E. L. Wiegand Foundation



Frank Stick, *Winter Hunter*, 1906. Oil on canvas en grisaille, 30 x 20 inches. Purchased with funds from the E. L. Wiegand Foundation.

CENTER FOR ART + ENVIRONMENT



Following the Museum's first Art + Environment Conference hosted in October 2008, news of which drew 3.1 million hits online, the Center for Art + Environment (CA+E) opened in January with the mission "To be a global leader in supporting the practice, study, and awareness of creative interactions between people and their environments." Early in the year, the Museum redefined space on the 2nd floor to become the CA+E Gallery, and the library, which contained a general art history collection, was refocused into the CA+E Research Library and Archive.

During the year, 20 archives from six continents representing the works of more than 200 artists, architects, and arts writers were acquired or under negotiation. The most notable acquisition was The Deiro Collection, which consisted of early materials by artists Michael Heizer and Walter De Maria — an acquisition that also received international art world press. As a result, CA+E received over 40 requests for information or site visits from scholars representing six countries throughout Europe, North America, and Australia.

Patricia Johanson, *Sketch for Ellis Creek Water Recycling Facility: Mouse Pond*, 2004. Pencil and ink. Collection of the artist. © Patricia Johanson

The gallery program, which focuses primarily on materials coming into or related to the archive, exhibited work from The Deiro Collection, the Center for Land Use Interpretation's "Transalaska Pipeline" project, and the Petaluma Wetlands Park earthwork by Patricia Johanson.



Matthew Coolidge, *The Trans Alaska Pipeline* (detail), 2008. Photograph. Collection of the artist.

The Museum's general art history library was expanded by more than 200 new titles related to CA+E, while culling 1,500 duplicate and out-of-date books from the collection. The Museum's subsequent first book sale generated funds to support the library, and will be held again next year with a combination of culled and newly donated books.

CA+E Director William L. Fox, working with Colin Robertson, Curator of Education, launched a blog for the Museum's social network and posted entries

from places as varied as the Philip Johnson House in Connecticut to an Aboriginal art center in the Pilbara Desert of Australia. The site garnered more than 300 members and by the end of 2009 was the largest social network focused on art and environment topics in the world, with participants from every continent except the Antarctic. During the year, Fox travelled throughout the United States and to Chile and Australia in search of archive and exhibition material, and talked about the work of the CA+E at numerous educational institutions, including Harvard University, the California College of Art, the University of Western Australia, and the Catholic University of Santiago.

At the close of 2009 the CA+E was planning for exhibitions of archives collected from Taiwan, Chile, Australia and the Antarctic, and piloting a grant program to support the creation of new work. The Center remained the only museum-based research institute devoted to the topic of art and environment, and had attracted enough attention that efforts were underway in various other institutions to start similar centers of their own. ■



EDUCATION

Through a wide variety of programming, the Education Department creates opportunities and experiences through which the Museum's audiences are introduced to the art and artists presented in the galleries — extending, deepening, and enhancing the understanding, knowledge, and appreciation of art and visual culture already shared by our members and the public.

During **BETWEEN GRASS & SKY: RHYTHMS OF A COWBOY POEM**, members and visitors joined the Museum in welcoming acclaimed writers William Kittredge and Linda Hussa, and enjoyed performances by cowboy poet Larry Maurice and legendary singer-songwriter of the west, Tom Russell. Carolyn Carr, Senior Curator and Deputy Director of the National Portrait Gallery spoke to the significance of Chuck Close's large-scale portraits in the context of contemporary art, and Pen Literary Award-winner Christopher Coake read character sketches from a new novel to be published in 2010 to illuminate the exhibition of **FACES: CHUCK CLOSE AND CONTEMPORARY PORTRAITURE**. Cliff Ackley, Curator of Prints, Drawings, and Photographs, at the Museum of Fine Arts, Boston, spoke to the importance of Rembrandt van Rijn

Cowboy poet Larry Maurice delighted guests with a special reading hosted among the artwork in the gallery.

in seventeenth-century Europe, in introducing **REMBRANDT: THE EMBRACE OF DARKNESS AND LIGHT** to the Museum's members and visitors.

The Museum planned, developed and presented the **Sustainable Energy and Communities Summit** in October alongside the exhibition **JOAN MYERS: WESTERN POWER**. This half-day symposium was coordinated by Susan Clark, Executive Director, REA250; Jill Derby, Educational Consultant and Cultural Anthropologist; and Colin Robertson, Curator of Education, and featured four moderated panels addressing how art, business, education and environment can each serve as catalysts for stimulating a new paradigm in Northern Nevada's culture and economy.

Partnerships with AIGA, the professional association for design, and the Black Rock Design Institute (BRDI) brought such award-winning figures as designers Bill Thorburn and Brad Bartlett, and architects Eric Cobb, John Frane, Anne Fougeron, and Paul Lewis to the Museum for public programming and outreach to new audiences through design.

In January the Museum launched a monthly e-mail message subscription developed to communicate upcoming exhibitions, tour availability and in-service teaching credit opportunities. A beginning list of 380 contacts grew to include over 4,000 Northern Nevada teachers and school administrators. The Museum's popular **School Tour** programs exposed nearly 8,500 students to art and artists—up from 5,075 students in 2008. Intensive outreach to “at-risk” and Title 1 schools included art and reading

week workshops for six classes at Smithridge Elementary School, and K-6 educational programs presented at Alice Maxwell Elementary School. In an ongoing effort to educate teachers about Museum offerings for students and teachers, half-day trainings were conducted for Verdi and Spanish Springs Elementary Schools. Additionally, the Museum hosted 46 art teachers for their annual pre-service Professional Development Day, offering training



and hands-on workshops. The Museum invited all Washoe County School District teachers for **Back-to-School Night** to meet the Education staff and hear about upcoming exhibitions, tours and continuing education opportunities. In December, the Fairweather Foundation generously funded free busing and admission for secondary students

The Teen Art Council planned a series of interactive activities, including a collaborative illustration wall, as part of Teen Art Night.

in Douglas County. This program was modeled after the ongoing and highly successful **Free High School Admission Program** offered to students enrolled within the Washoe County School District and supported by International Game Technology.

For the tenth consecutive year, US Bank generously sponsored **THE SCHOLASTIC ART AWARDS OF 2009** exhibition and scholarship program. From 1,045 individual pieces of art submitted in 19 categories, a panel of four jurors selected 37 individual pieces and six portfolios to receive Gold Key awards and the opportunity to participate in the national competition held in New York City. Five individual pieces were nominated for the American Visions Award from the Northern Nevada region. More than 150 additional works and 13 portfolios were selected for Silver Key awards for outstanding achievement at the regional level. Six exceptional high school seniors received college scholarship monies for their demonstrated achievements provided by US Bank and the Wild Women. At the national level, regional Gold Key award winners and American Vision nominees were juried along with more than 10,000 other works from across the United States. Four Northern Nevada students were recognized with national level awards. In an effort to prepare students to submit for the 2010 Scholastic Art Awards, a **Teen Portfolio Workshop** was held in the E. L. Cord Museum School in the fall of 2009.

The Museum continued its **Teen Art Council** program inviting youth in the region to participate in bimonthly discussions to develop successful programming “for teens by teens.” In 2009 the Teen Art Council was responsible for the planning

and execution of the first Teen Art Night, an event planned in collaboration with the Holland Project and featuring catering by the Academy of Arts, Careers and Technology High School; music by local performers; a film competition; as well as recycled fashion and mask-making workshops. Planned to coincide with **THE SCHOLASTIC ART AWARDS OF 2009**, the program showcased the artwork of local award-winning middle and high school students for more than 300 teens. The Teen Art Council also hosted a public performance featuring bands from the Washoe County School District.

In an effort to create a greater presence in the community, the Museum participated in many community events throughout the year, including The Gifted and Talented Resource Fair; The Gathering Genius Intel International Science and Engineering Fair; Northern Nevada Council for Social Studies; and Tune In To Kids. For Tune In To Kids, the Museum participated in a collaborative tent featuring local arts organizations such as the Washoe County School District Arts Programs, Sierra Arts Foundation, Reno Philharmonic and the Holland Project. Claire Muñoz, School Services and Outreach Manager, served as a judge at the annual CANstruction Competition for the Nevada Food Bank and served on the portfolio review panel for TMCC High School.

Supported by the E. L. Cord Foundation, the Museum School enrolled nearly 1,000 students in studio classes taught by artists, designers, and art educators. Hosting the first **Museum School Open House** in October, instructors were available to discuss upcoming classes and studio techniques



The Museum School faculty hosted a series of studio demonstrations in conjunction with the first Museum School Open House.

while showcasing their own works through display and demonstrations. Interested students of all ages interacted directly with the faculty and were encouraged to explore class offerings before enrolling. Throughout the year, Museum School students interested in design were offered coursework with product designer/illustrator Todd White as well as photography at the studio of local professional photographer Jeff Ross. A studio experience for students experimenting with digital media and a portfolio workshop taught by professionals providing feedback were

programmed especially for teens. Low-cost art history courses were provided to docents; in-service credit opportunities were provided to public and private school teachers; and E. L. Cord Museum School faculty received professional development opportunities throughout the year.

The Museum's extraordinarily popular **hands/ON! Sunday Family Program** continued to reach new audiences, yielding unique art and cultural programs for children and adults to experience together. The intergenerational family experience led over 1,500 participants to participate in this monthly program. Highlights included Chinese New Year, Burning Man Hula Hoops and cattle roping with cowboy poet Larry Maurice and KOLO 8 News Now's John Tyson in conjunction with **BETWEEN GRASS & SKY**.

Art Afternoon: Workshop & Social for Seniors continued to grow in popularity and ended the year at capacity. Seniors from regional retirement communities toured exhibits, created studio art projects, and built a sense of camaraderie and community within the group. Often, the program attracted people experiencing major life transitions such as retirement, being new to the area, or the loss of a spouse. ■



More than 5,000 students visit the Museum each year as part of the school tour program.



MARKETING AND PROMOTION

The Museum embraced the many promotional tools and outlets available on the internet, including online networking, social media and “tweeting.” Online content steadily grew during 2009 and resulted in a 75% increase of Facebook fans, hundreds of views on the popular video sharing site YouTube, more than 300 followers on Twitter, and numerous mentions on personal blogs and online news sites.

The Museum used a variety of creative resources to promote its activities throughout the year. Highlights include collaboration with the Reno Rodeo Foundation whereby “budding” cowboy poets were invited to read from their own works during March’s First Thursday event. A video of cowboy poets reciting Buck Ramsey’s poem “Grass” was commissioned by the Museum, with artistic direction by Nik Hafermass of UeBERSEE, Los Angeles and production by FLF Films, Reno. Sections of the video were used in television and online advertising to promote **BETWEEN GRASS & SKY**. The film was also recognized by the American Association of Museums (AAM) for a 2010 MUSE Award by the AAM Media & Technology Committee.

Dozens of area residents received their certificates of citizenship during a naturalization ceremony hosted by the Museum in conjunction with **LONG MAY SHE WAVE: A GRAPHIC HISTORY OF THE AMERICAN FLAG**.

A series of four “Thursday Night Bikes” events were hosted in August and September to celebrate **FACES: CHUCK CLOSE AND CONTEMPORARY PORTRAITURE**. This promotional collaboration was designed to attract younger audiences through partnerships formed with local businesses and networking groups including Reno Bike Project, Young Professionals Network, Reno Green Drinks and Carson City Young Business Professionals.



The Museum screened *Dust & Illusions: A History of Burning Man* as part of Thursday Night Bikes. Guests were encouraged to attend the film in “Burner” costume.

Other targeted promotions surrounding **REMBRANDT: THE EMBRACE OF DARKNESS AND LIGHT** resulted in extensive local attention, as well as media coverage in the *Sacramento Bee*, *San Francisco Chronicle*, *Horizon Air* in-flight magazine, *SouthwestAirlines.com* and *USAToday.com*.

In December, the Museum embraced its Nevada heritage and launched **ELAINE PARKS: SWARM**, an exhibition featuring the work of a Nevada-based artist working and living in Tuscarora, Nevada, that earned local, regional and international attention. At the same time, the Museum launched an immense marketing plan for an exhibition opening in January of 2010 — **RAPHAEL: THE WOMAN WITH THE VEIL**. The pre-opening promotion resulted in prominent national and regional advertising in *The New York Times*, *Sunset* magazine, *San Francisco Chronicle*, and the *Sacramento Bee*, resulting in increased awareness of the Museum across the U.S.

A number of events were held at the Museum in 2009 for the first time. Together with the U.S. Citizenship and Immigration Services (USCIS), the Museum hosted its first ever citizenship ceremony in February. Area residents participated in the naturalization ceremony before visiting **LONG MAY SHE WAVE: A GRAPHIC HISTORY OF THE AMERICAN FLAG**. The return of the annual **A Taste for Art** event to the Museum building sparked a targeted media campaign and successful partnership with celebrity chef Jennifer Bushman. A news story on the inaugural **Sustainable Energy and Communities Summit** was released to the Associated Press wire resulting in extensive national coverage and mentions on various online magazine websites and blogs including *Dwell.com*, *SmudgeBlog*, and *Metropolis.com*.

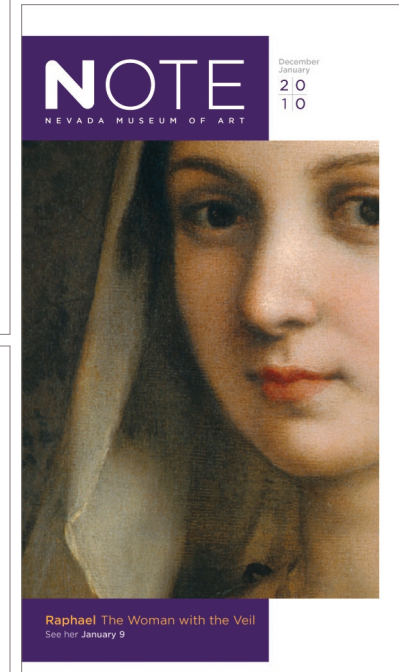
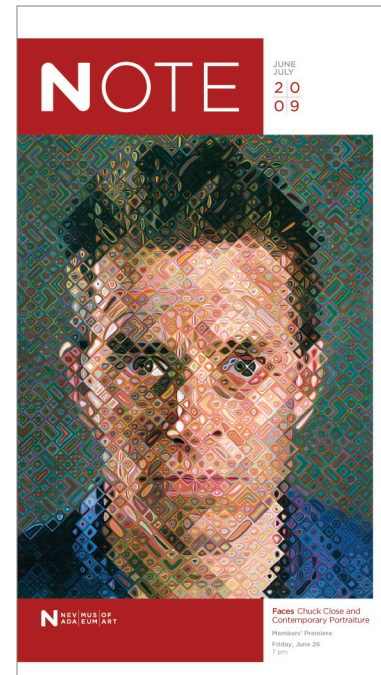
The development of the new Museum website was a major project for the Marketing and Communications Department in 2009. Throughout the year, Museum staff and the Museum Experience

Team (MET) Website Sub-Committee worked steadily on the concept, user interface and strategy for the new site. Under the creative direction of Brad Bartlett Design, Los Angeles, and Reno web development agency Loopshot, a new site was constructed and formally launched in February 2010. New content included an online Museum Store, a stronger ticketing interface and a social network to support initiatives from the Center for Art + Environment.

The Museum garnered national recognition for its new visual identity and various exhibitions throughout the year. The Museum's new visual identity, designed by Brad Bartlett Design, was selected as a 2009 Regional Design Annual winner by *Print* magazine, one of the nation's top visual arts magazines showcasing commercial, social and environmental design. The Museum was also recognized by *Communication Arts*, the leading trade journal for visual communications, for the design and production of the 2008-2009 exhibition **LONG MAY SHE WAVE: A GRAPHIC HISTORY OF THE AMERICAN FLAG**. The Museum was later awarded two distinctions by the 2009 AAM Museum Publications Design Competition for its visual identity and brand designed by Brad Bartlett Design, and for the marketing/public relations materials for **RAPHAEL: THE WOMAN WITH THE VEIL** designed by R & R Partners in Reno.

The newly re-designed NOTE, the Museum's bi-monthly events and exhibitions guide produced in-house, was honored at both the local and regional level ADDY® Awards, as were the Taste for Art 2009 and **RAPHAEL: THE WOMAN WITH THE VEIL** campaigns designed by R & R Partners. ■

The bi-monthly full-color NOTE replaced the Museum's quarterly black-and-white newsletter in the summer of 2009.





SUPPORT

2009 saw the Museum nearly recover the losses it had sustained in 2008 due to the near-unprecedented economic downturn. During this period of reduced philanthropic funding, the Board of Trustees and administrative leadership made difficult decisions to trim the organization's operating budget. These steps, combined with improved endowment earnings, increased revenue and strong attendance enabled the Museum to end 2009 in the black.

It is a truism that as the generosity of donors goes, so goes the Museum's capacity to deliver exhibition and art education programming. **REMBRANDT: THE EMBRACE OF DARKNESS AND LIGHT** was made possible with generous donations from Goldcorp USA and AT&T. **BETWEEN GRASS & SKY: RHYTHMS OF A COWBOY POEM** attracted exclusive sponsorship from the E. L. Wiegand Foundation. IGT made **FACES: CHUCK CLOSE AND CONTEMPORARY PORTRAITURE** possible. The Robert Z. Hawkins Foundation funded **THE GRID: BERND AND HILLA BECHER**. The Members Premieres were funded — and co-hosted by — NV Energy. **The E. L. Cord Museum School** was sustained with funding from the E. L.

LEFT TO RIGHT | Joan Davis, Tom Milhoff, Sue Rock and Sari Rogoff attend the Between Grass & Sky Gala.

Cord Foundation. The **School Tours Program**, the community's primary source of youth art education, drew life from, among others, The Bretzlaff Foundation, IGT and the Thelma B. and Thomas P. Hart Foundation. The School Tours and **Free High School Admission** programs were extended to include Douglas County students courtesy of the Fairweather Foundation. Certified teacher training for northern Nevada teachers was underwritten through the William G. McGowan Charitable Foundation.

A major bequest from the estate of Glad Burgeni and August Holmes provided welcome unrestricted funding for basic expenses. The Wayne L. Prim Foundation also contributed robustly to this ongoing funding priority. The Museum's Board of Trustees gave nearly \$250,000 in 2009 to support exhibitions, education and events as well as necessities such as software upgrades.

The Donald W. Reynolds Foundation provided resources for critical building repairs as well as measures that enabled the Museum to reduce energy consumption. Renovation funding is crucial to adapt spaces for new and existing programs. The third floor classroom was transformed into the **Redfield Learning Center** courtesy of the Nell J. Redfield Foundation. This space serves as the primary classroom for all school service activities. Redfield also continues to generously underwrite the Museum's School Services and Outreach Manager position.

The Museum was pleased to welcome the Wilhelm Hoppe Family Trust and the Elke Hoppe Youth Trust to its family of Museum donors. The Hoppe

Trusts contributed significantly to the School Tours Program and purchased several important artworks for the Museum's permanent collection.



The creation of the **Center for Art + Environment** led to impressive national funding in first-time grants from the Andy Warhol Foundation for the Visual Arts and the Robert Mapplethorpe Foundation, and a new grant from the National Endowment for the Arts for A+E initiatives. The John Ben Snow Foundation provided key start-up funding.

This past year saw the Museum inaugurate gala dinners honoring the institution's top benefactors. The first couples to be celebrated in these sold-out events were Kristen and Raymond C. Avansino and Edna and Bruno Benna, respectively. Notable Gala benefactors: Brian Kennedy

David, LEFT, and Darby Walker, RIGHT, greet Edna and Bruno Benna at the Rembrandt Gala recognizing the Bennas' ongoing generosity to the Museum.



Foundation, Debbie and T. J. Day, E. L. Wiegand Foundation and RBC Wealth Management.

The 25th Annual Taste for Art wine-tasting fundraising event returned to the Museum. This “reimagined,” celebratory event led by a passionate volunteer committee produced fresh proceeds for exhibitions and education programming.

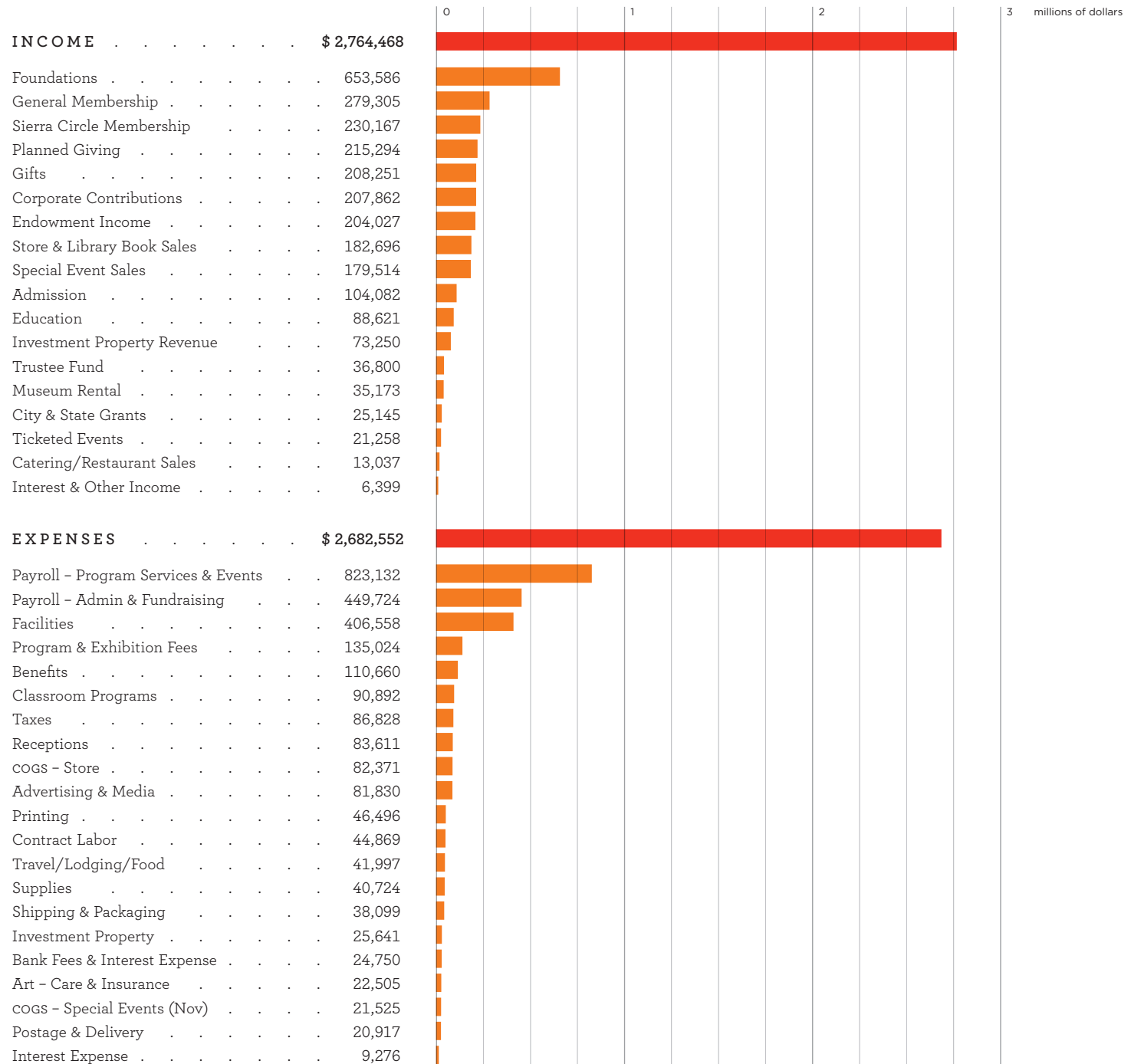
In 2009, the Museum also designed a new member brochure featuring a Collector’s Circle membership focusing on special opportunities to learn about collecting art, and a Director’s Circle Visionary membership at \$10,000+. Sierra Circle members (\$1,000+) continued to provide resources that addressed the Museum’s greatest needs. The Museum also introduced a special member rate to seniors.

As critical as benefactors are to non-profit organizations, no less significant are the volunteers. Volunteers energized the Museum through thousands of hours by staffing events, the admissions desk, Store and library as well as providing administrative and exhibition installation support. ■

FINANCIALS

The Museum's financial statements are audited annually and Kohn Colodny LLP reported an unqualified opinion on the December 31, 2009 financial statements. Please contact the Advancement Department at 775.329.3333 for complete financial statements or for more detailed information.

See the following page for a summary chart. ■



DONORS

2009 Major Donors (\$1,000+)

Ronald and Madeline Ackley	Nancy and Martin Cohen	Eric and Phyllis Freyer	Brian and Nancy Kennedy
Ben and Anita Akert	FC Conrath and Brooke Walker	Mario Gabelli	Edgar F. and Ella C. Kleiner
Michael and Staci Alonso	Judith and C. Patrick Costin	Bob and Cathy Gabrielli	Kohn Colodny LLP
Carole and J. Robert Anderson	Stacey and Tim Crowley	Joan Gibb	Leslie and Hal Kruth
Jack and Andrea Angelo	Philip Nathan Darby	Nello and Stacey Gonfiantini	La Cresta Endowment Fund
Anonymous (4)	Doloris Darden	Specialty Financial	John H. O. La Gatta
AT&T Nevada	T. J. and Debbie Day Dacole	Jack and Bonnie Grellman	Sara and Leonard LaFrance
Mal and Kim Bacchus	Company	Paul Hackenberry, Jr. and Paula	Stephanie and Paul Lamboley
Mark and Anne Bacon	Mark and Maria Denzler	Lee Hobson	Robert and Lynn Lamonte
John and Carol Ann Badwick	Michael and Tammy Dermody	David and Sherrie Hald	Leif and Bonnie Larsen
Kathie Bartlett	Rebecca Dickson and Nick Keenan	Edwin and Sally Hale Hale	Robert Lee and Anne Brockinton
Michele Basta and Dan Tone	Beverlee Dorn	Family Charity	Brad Lemons Foundation
Cliff and Loretta Baughman	J. George Drews and Irene L.	Anne and Wesley Hall, Sr.	Dale Leonudakis
Bruno and Edna Benna	Babcock	Arne and Leonette Hamala	David and Dawn Ligon
Annette Bidart-Casci and Corey	Lloyd and Joan Dyer	Rebekah and Jon Hannan	Heidi A. Loeb
Casci Bidart & Ross, Inc	Employers Holdings, Inc	Jan and David Hardie	Shiela Lonie
Reed and Eiko Bingham	Stuart and Susan Engs	Shannon and Mike Hess	Cary Lurie Lurieland
Alan and Jeanne Blach	Catherine and John Farahi Atlantis	Michael and Carrie Hillerby	Foundation Fund
Jacqueline Black	Casino Resort Spa	Annie and Rick Hodge	Howard and Ardith Marguleas
Fred and Jeanne Boyden	William and Barbara Feltner	Mary Ellis Hogan	Bob Marsh
David and Margaret J. Brant	Harvey and Nancy Fennell	Glad Burgeni Holmes and August	Gary and Barbara Marsh
The Bretzlaff Foundation	Irene Fenton Fenton Foundation	Holmes	Dick and Charlotte McConnell
Burning Man / Black Rock City LLC	Gary and Joanne Fiedler	The Wilhelm Hoppe Family Trust	William G. McGowan
Juan Cabezas	Doris and Donald Fisher	Michael and Linda Humphrey	Charitable Fund, Inc
Georgine A. Casella	Nancy Flanigan	Institute for Management Studies	Cheryl Plato McLemore
Thomas Castle and Pamela Howard	Kendra Follett and Scott Trevithick	Bruce and Nora James	Susan and Jack McLeod
Madeleine Chiappero	Foundation 36	Jewish Communal Fund	Marilyn Melton
Clark & Sullivan Constructors, Inc	William L. Fox	John and Camilla Jovicich	Walter and Mae Minato
David and Sue Clark	Lillian and Steve Frank	Hy Kashenberg	

DONORS

2009 Major Donors (\$1,000+) CONTINUED

Charles and Jan Monroe Monroe Schuler Foundation	John and Sandra Raffealli William Ramsey	Garrett and Jenny Sutton Meg and Earl Tarble
David and Brandi Morandi	James and Marilyn Rappaport	Mary Telford
James and Norma Morrison	Elizabeth S. Ray	Jim and Sylvia Thacker
Carol Mousel and Laurance Hyde	RBC Wealth Management	TMCC Foundation and Institutional Advancement
Gary and Sher Muhonen	The Nell J. Redfield Foundation	Michael and Karen Traynor
Maureen Mullarkey and Steve Miller	Greg and Stacey Renker	Lash and Gigi Turville
Robert and Jean Myles	Donald W. Reynolds Foundation	Barbara Vucanovich
Chris and Barbara Nelson	Ian and Sari Rogoff	Harvey and Leslie Wagner
Pat Nelson	Jack and Nancy Rose	David and Darby Walker
Antonia Neubauer Myths and Mountains, Inc	Roberta Ross	Cameron Warren and Su Kemper
Nevada Arts Council	Jan Rude and David Spry The Janice Rae Rude Family Trust	Ranson and Norma Webster
The Nightingale Family Foundation	William and Patricia Sanford	Karen K. Wells
NV Energy	Jennifer and Phil Satre	Harvey and Annette Whittemore
Gary Owens	Michael and Elizabeth Schuler Monroe-Schuler Foundation	The Whittier Trust Co. Nevada, Inc
Amy Oppio and Jeff Erickson	John E. Sells and Christine Scharff Sells	E. L. Wiegand Foundation
Maria Partridge and Richard Johnson	John and Beverlee Shields	John and Christine Worthington
Andrew Pasternak and JoAnn Ellero	Kathleen Sigurdson and Jeff Fleming Sigurdson & Associates	Sam and Marilyn Young
Jennifer and Jason Patterson	Brucey Slama	Ronald and Mary Liz Zideck
John and Mary Lou Paxton	Rod and Evelyn Smallwood Smallwood Family Trust	
Earl and Elma Payton	T. Weldon and Barbara Bell Smith	
Cecile and Gordon Peters	Turkey and Peter Stremmel Stremmel Gallery	
Jim and Gail Pfrommer	Bill and Judy Sturgis Timken-Sturgis Foundation	
Nadine Pillsbury		
Margo Piscevich		
Peter and Nancy Pool		
Bill and Karen Prezant		
Miriam and Wayne Prim, Sr. Wayne L. Prim Foundation		

DONORS

Exhibition + Program Sponsors

AT&T Nevada	Heidi A. Loeb
American Family Insurance	Robert Mapplethorpe Foundation
Susan E. Baker Wawona Foundation	Charles N. Mathewson Foundation
Carson City Young Business Professionals	William G. McGowan Charitable Fund, Inc
City of Reno Arts & Culture Commission	NV Energy
Confidence Foundation	National Endowment for the Arts
E. L. Cord Foundation	Nevada Arts Council
DP Foundation	Nevada Humanities
The Willametta K. Day Foundation	Nevada Museum of Art Collections Committee
Joan and G. Robert Deiro	Odyssey Foundation
Employers Holdings, Inc.	Arthur and Mae Orvis Foundation, Inc.
Fairweather Foundation	Nadine Pillsbury
Joanne and Gary Fiedler	Portrait Society of Reno
Feitelson Foundation	Bill and Karen Prezant
Gabelli Foundation Inc.	Miriam and Wayne Prim, Sr. Wayne L. Prim Foundation
Goldcorp	RBC Wealth Management
The Thelma B. and Thomas P. Hart Foundation	Reno Tahoe Young Professionals Network
Robert Z. Hawkins Foundation	The Sato Foundation
Elke Hoppe Youth Advancement Trust	John Ben Snow Memorial Trust
The Wilhelm Hoppe Family Trust	Tahoe Creamery
International Game Technology	U.S. Bancorp Foundation
Bruce and Nora James	Terry Lee Wells Foundation
Brian and Nancy Kennedy	Wells Fargo
The Robert S. and Dorothy J. Keyser Foundation	E. L. Wiegand Foundation

Major In-Kind Donors (\$1,000+)

Brad Bartlett Design
 Camelot Party Rentals
 Eldorado Hotel & Casino
 John H. O. La Gatta
 Great Basin Brewing Company
 Nancy Kelly
 KOLO 8 News Now
 KTHX Radio Next Media
 KUNR 88.7 FM
 R & R Partners, Inc
 Reno News & Review
 Southwest Airlines
 Twelve Horses
 Vintage Wine Shop & Tasting Bar
 Byron Vreeland
 Dick Wilson and Joyce Trombley
 You MicroSpa

