

*Scrimshaw, Museum Collection*



**2**

**Cold**

**0**

**Spring**

**1**

**Harbor**

**2**

**Whaling  
Museum  
Annual  
Report**

# President's Message

Dear Members and Friends,



The Whaling Museum opened its doors in 1942 and for **70 years** has served three generations of Long Islanders. The museum has always been dedicated to preserving and relaying the maritime history of our community and has evolved into a destination for students, scholars and families many of whom travel from beyond Long Island to come to Cold Spring Harbor.

Even in a challenging year the Whaling Museum has continued to advance its mission and in addition to preserving the many artifacts it has acquired and continues to acquire has revitalized its educational programs. Through inquiry based education and interpretation of artifacts the museum continues to explore the ever changing relationship between humans and whales. The education programs emphasize the cultural, scientific and environmental significance of Long Island and the sea. The educational programs have been enthusiastically endorsed by educators, students and visitors.

The revitalized education programs are part of the museum's updated mission. The museum is still a historic maritime museum with an outstanding collection of whaling era artifacts which are used in exhibits and educational programs that will help visitors better understand the marine environment.

*Hand-carved box, crafted from baleen.  
Museum Collection.*





*Whalebone bodkins, used to draw ribbon through fabric. Museum Collection.*

With an updated mission the museum needs to update its facilities. In 2012 the museum took the first steps toward that goal by starting work on a comprehensive master plan that will detail the future of the museum, exhibits and programs including renovation of all of the exhibit and education spaces. Along with the master plan the museum started setting aside funds to pay for the master plan and the capital improvements. The funds will be used as the corner stone for a future capital campaign.

The museums operating budget continues to be a challenge with operating expenses exceeding total revenues especially after Hurricane Sandy, which resulted in the cancellation of the museum's fall benefit. The museum's endowment remains strong with over \$2.5M invested.

None of this would have been possible without the unwavering support and dedication of the Board of Trustees, the staff and the many members, supports and friends that continue to support the museum's programs and allow us to prosper and grow.

Best regards and many thanks,

**Arthur F. Brings**  
**President, Board of Trustees**





Whalebone Pie Crimper  
Museum Collection.



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## Revised Mission

Adopted by Board of Trustees on September 2012

Our mission is to explore the **ever-changing relationship between humans and whales** through inquiry-based education and interpretation of artifacts that emphasize the cultural, scientific and environmental significance of **Long Island and the Sea**.

We help members and visitors make informed decisions about our marine environment.

*The Museum is accredited by the American Alliance of Museums (a status achieved by approximately 5% of museums nation-wide).*

## 2012 Audiences

Currently, the Whaling Museum serves a diverse audience drawn primarily from residents of Nassau and Suffolk Counties. There were approximately **6,000 walk-in visitors in 2012**; nearly 1500 individuals (25%) visited for free through coupon offerings, special promotions, or library memberships. This number is almost equally divided between adults and children.

Through a combination of permanent and changing exhibitions, special events, and new educational programs, the Museum has changed greatly in the past five years and is closer to its goal of using its resources to the fullest to provide services to the public.

**12,000 adults and children visited the museum through innovative education programs**, including school group visits. Most school groups who visited were between 1-5<sup>th</sup> grades. School districts represented ranged geographically from all of Nassau County and Western Suffolk County, including those districts with significant proportions of minorities and economically disadvantaged students.



*Whalebone awl and stand. Museum Collection.*



## *Audience continued*

A strong portion of our visitors (2 out of 3 people who walked in the door) participated in newly-introduced programs and special events, including:

- Themed **Birthdays** (41 Parties, 1100 children)
- School Vacation **Camps** (900 children) in the Summer and School Break Weeks, including Ocean Explorers Camp and Pirate Camp
- **Girl & Boy Scout** Badge and Pin Programs & Museum Overnights (500 children)
- **Family** Events (2300 adults and children), such as Ocean Science Sundays, Summer Family Events, and Monday Minnows, a parent & preschooler program that occurs throughout the year.

Community takes a strong presence at our Museum. The Museum enjoys a solid membership of approximately **250 households**.

## *New Birthday Themes*

The Museum added two new party themes for tween audiences to its repertoire: **Harry Potter Parties**, which link sailor's superstitious beliefs to the children's Potter Series. Children enjoy a magic show, make their own wands, prepare fizzy potions, and create magical crafts. Another theme the museum added is **Ocean Lotions Spa Party**, where participants create their own animal-friendly and homemade spa products.

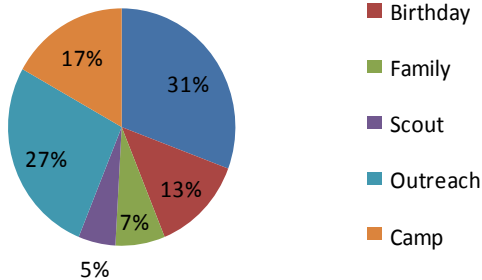
*Hand-carved Busk, carved from Whale Bone. Busks gave corsets shape and stiffness. Museum Collection.*



# Education Programs

2012

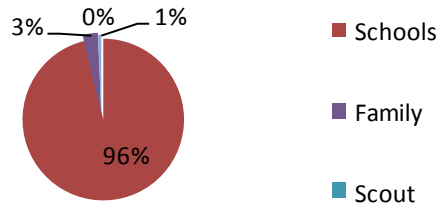
**Breakdown of Revenue Sources**



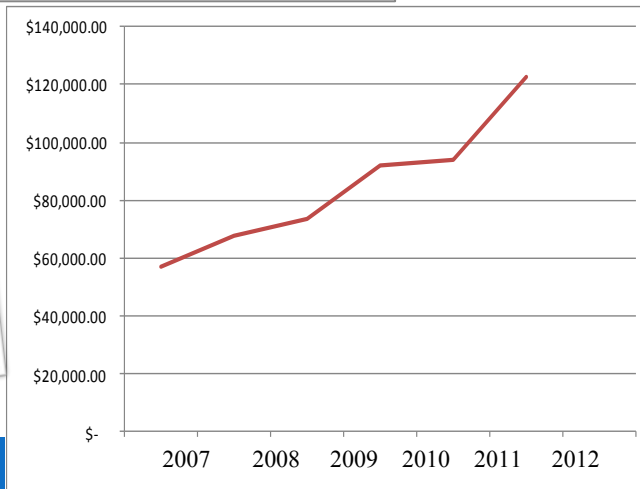
In response to changing times and shifting audiences, we have greatly **diversified our education offerings** and have doubled our education revenue in five years.

2008

**Breakdown of Revenue Sources**



**2012 Education Revenue**



## Community Outreach

∞ The Museum plays a particularly strong role in the Long Island community through our **outreach program** tailored to Nassau and Suffolk County libraries (started in 2009 which took off exponentially); 2300 children were served by our outreach programs in 2011, and **3500 children and teens in 2012**. These programs are diverse in their themes of art, science, culture, and history, and use the museum's collections in creative ways.

∞ The Museum's 2012 Museum-To-You Outreach Program of Summer 2012 broke all past records, with the most programs booked in a summer. Some of the most popular night-themed programs were **Dark & Delicious**, where teens painted edible nautical scenes using melted chocolate, and **Cricketfest**, which linked whale communication to the cricket sounds of summer. Other popular programs were **Midnight Appetite**, where children excavated shark tooth fossils, and **I Sea a Sea Monster**, where children explored the roots of monster Myths and legends and designed their own monstery creations to take home.

∞ The museum also participated in many free **community events** for local families, including Huntington's Tulip Festival, Sheep to Shawl Festival, Apple Festival, and Earth Day Fair in Heckscher State Park. The Museum also participated in Smithsonian's Annual Museum Day on September 29.

*Baleen Busks. Some bear the wearer's or inscriber's initials.  
Museum Collection.*





## Collaborations

The Museum initiated and co-developed **Senior Days**, a collaborative effort with the Heckscher Museum of Art, Huntington Historical Society, and the Northport Historical Society to better connect with the local senior adult community. The Museum now offers a program the first Tuesday of every month. Details are available on the Museum's website, or at [seniordays.weebly.com](http://seniordays.weebly.com).

## Collections Acquisitions

The Museum welcomed two major additions to the Museum's collection:

- Documents, letters, receipts, shipping lists, and manuscripts preserved from the Cold Spring Harbor Ship The **Richmond**, built in 1825 in New York and lost ashore the Bering Straits in 1849. Documents were purchased with funds from the Museum's Acquisition Fund (purchases totaled \$16,600). The archive reveals the Richmond's significant history as the focus of a legal judgement in maritime law. After running aground in dense fog, the crew easily escaped, but retrieving the cargo was another issue. Another whaleship retrieved the cargo and sold it in New York, and lawsuits were brought by the Richmond's owners. The court ruled that with ice beginning to form in the arctic seas, there was no choice in what was inevitably a buyer's market.
- Twenty-four watercolor paintings by the superb **watercolorist Claus Hoie**, donated by the Claus & Helen Hoie Foundation. The Museum is currently curating a special exhibit showcasing these works in 2013-2014.



*The Richmond*



*Starbuck, By Claus Hoie*

# Development Report

The Cold Spring Harbor Whaling Museum traditionally holds two major fund raising events each year. The Museum's Spring Fling Benefit was held on Sunday, June 10, 2012 at Coindre Hall in Huntington, New York. The Co-Chairs for the event were Christina Goetjen and Donna Moran. The evening began with a different approach: a local Scavenger Hunt that took guests in limousines around the area in search of items that would link them to the Island's historical past, and ended with festive dinner and dancing. This unique event raised nearly \$50,000 for the Museum.



Trustee Dr. Paul Forestell (right) & Friends

The Annual Fall Benefit was scheduled for Friday, November 13, 2012 at Pine Hollow Country Club in East Norwich, New York, chaired by Cathy Ball and Trish Rongo. The event was to be a salute to the Museum's Past Presidents and a celebration of the Museum's 70<sup>th</sup> Anniversary. Despite the unfortunate cancellation of the event due to the aftermath of Hurricane Sandy, museum supporters were very generous and contributed \$27,000 to the cause, which included a mail-in Chance auction.

Both of these events raised critical funds that support the diverse education programs at the Museum.

Spring Benefit Committee



Spring Co-chairs Donna Moran and Christina Goetjen





## *Contributing to the Field*

The Museum presented three workshop sessions in 2012 in the field of Museum Education, each based on reimagining and reinventing education offerings. The Museum was represented by Nomi Dayan.

### **Small Museum Association's Annual Conference February 2012 | Ocean City, Maryland**

The Museum presented a session called *Salt Water? Fresh Ideas: Creative Programs in Small Spaces*, about how the museum transformed itself into an exciting historical and underwater adventure for children and families. Speaking to other representatives from small museums sharing space constraints, we shared out-of-the-box approaches and discussed learning activities and crafts produced with tight budgets in tight spaces.

### **Museum Association of New York / Museumwise's Annual Conference | April 2012 | Albany, NY**

The Museum presented a session called *Shake It Up!: Diversify Your Educational Offerings*, highlighting how museum has recently devoted itself to greatly expanding both the educational content of our programs as well as the broad range of ages we serve. Four years ago, we focused only on whaling history; today, we have broadened our offerings to become more meaningful, timely, and exciting. We shared ideas and approaches that have brought us new audiences spanning from preschoolers to seniors.

### **NY State Outdoor Education Association's Annual Conference October 2012 | Brookhaven, NY**

The Museum presented a session called *No Ocean? No Problem!* to share inspiration with a quick stream of innovative and imaginative educational activities, crafts, and perspectives to use every inch possible in a small space. The session was intended to inspire educators who are stuck indoors, are not located near the sea, or do not have the grand exhibits of an aquarium. Participants found out ways to connect children and families to the ocean with resourceful, creative takes on a museum collection.



# Auditor's Report

## IVES & SULTAN, LLP

Certified Public Accountants

100 Crossways Park Drive West, Woodbury, NY 11797-2012

516-496-9500 Fax: 516-496-9508

### REPORT ON AUDIT OF FINANCIAL STATEMENTS

To the Board of Directors of  
The Whaling Museum Society, Inc.  
Cold Spring Harbor, New York

We have audited the accompanying statement of financial position of The Whaling Museum Society, Inc., a non-profit organization as of December 31, 2012 and the related statements of activities and changes in net assets, functional expenses and cash flows for the year then ended. These financial statements are the responsibility of the Organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatements. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and the significant estimates made by management, as well as evaluating the overall financial statements presentation. We believe that our audit and the report provide a reasonable basis for our opinion.

In our opinion based on our audit the financial statements referred to above presents fairly, in all material respects, the financial position of The Whaling Museum Society, Inc. as of December 31, 2012 and the changes in their net assets and their cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

IVES & SULTAN, LLP  
Certified Public Accountants



# Auditor's Report

The Whaling Museum Society, Inc.  
Statement of Financial Position  
Year Ended December 31, 2012

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<b>Current Assets</b>				
Cash - Non Interest Bearing	\$ 11,994	\$ -	\$ -	\$ 11,994
Cash - Interest Bearing and Short Term Investments		64,259	-	64,259
Marketable Securities		2,549,044	-	2,549,044
Miscellaneous Receivable	5,250	-	-	5,250
Inventory	27,206	-	-	27,206
Prepaid Expenses	8,759	-	-	8,759
	<u>53,209</u>	<u>2,613,303</u>	<u>-</u>	<u>2,666,512</u>
Property and Equipment - Net of Accumulated Depreciation	216,298	-	-	216,298
Long-Term Investment, Real Estate at Cost	180,000	-	-	180,000
<b>Total Assets</b>	<u>\$ 449,507</u>	<u>\$ 2,613,303</u>	<u>\$ -</u>	<u>\$ 3,062,810</u>
<b>Current Liabilities</b>				
Accrued Expenses	\$ 5,500	\$ -	\$ -	\$ 5,500
Sales Tax Payable	1,519	-	-	1,519
	<u>7,019</u>	<u>-</u>	<u>-</u>	<u>7,019</u>
Net Assets	<u>442,488</u>	<u>2,613,333</u>	<u>-</u>	<u>3,055,821</u>
<b>Total Liabilities and Net Assets</b>	<u>\$ 449,507</u>	<u>\$ 2,613,333</u>	<u>\$ -</u>	<u>\$ 3,062,840</u>

*Sectioned Orca Whale Tooth  
Note rings of growth*

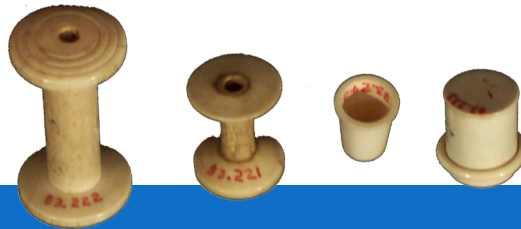


# Auditor's Report

The Whaling Museum Society, Inc.  
Statement of Activities and  
Changes in Net Assets  
Year Ended December 31, 2012

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<b>Support and Revenues</b>				
Admission and Education Fees	\$ 141,803	\$ -	\$ -	\$ 141,803
Gifts and Grants	276,706	-	-	276,706
Memberships and Contributions	48,115	-	-	48,115
Fundraising and Development	84,710	-	-	84,710
Dividend Income	-	63,417	-	63,417
Net Realized Gains on Investments	-	20,318	-	20,318
Net Unrealized Gains on Investments	-	227,365	-	227,365
Museum Sales	23,027	-	-	23,027
<b>Total Support and Revenues</b>	<u>574,361</u>	<u>311,100</u>	<u>-</u>	<u>885,461</u>
<b>Operating Expenses</b>				
Programs:				
Exhibits and Collections	313,425	-	-	313,425
Education	221,385	-	-	221,385
Museum Store & Publications	28,867	-	-	28,867
Membership	18,417	-	-	18,417
Management and General	135,691	-	-	135,691
Fundraising	101,019	-	-	101,019
<b>Total Operating Expenses</b>	<u>818,804</u>	<u>-</u>	<u>-</u>	<u>818,804</u>
Increase (Decrease) Net Assets	(244,443)	311,100	-	66,657
Net Assets at Beginning	517,985	2,471,179	-	2,989,164
Transfer To/(From) Other Fund	168,946	(168,946)	-	-
<b>Net Assets at End</b>	<u>\$ 442,488</u>	<u>\$ 2,613,333</u>	<u>\$ -</u>	<u>\$ 3,055,821</u>

*Whalebone Sewing Kit.  
Museum Collection.*



# Auditor's Report

## The Whaling Museum Society, Inc. Statement of Functional Expenses Year Ended December 31, 2012

	Exhibitions and Collections	Education	Museum Store and Publications	Membership	Management and General	Fundraising	Total
Salaries and Wages	\$ 36,881	\$ 164,453	\$ 4,535	\$ 5,441	\$ 50,485	\$ 40,509	\$ 302,304
Payroll Taxes	2,824	12,591	347	417	3,865	3,102	23,146
Employee Benefits	2,060	9,184	253	304	2,819	2,262	16,882
Store Purchases	-	-	23,227	-	-	-	23,227
Publications	-	1,397	-	2,052	114	-	3,563
Education Expense	-	965	-	-	-	-	965
Exhibits, Collection	251,630	-	-	-	-	-	251,630
Library and Archival	340	-	-	-	-	-	340
Storage	2,920	-	-	-	-	-	2,920
Publicity	-	-	-	4,837	-	-	4,837
Postage	79	411	3	1,515	821	-	2,829
Insurance	4,097	4,589	-	-	7,703	-	16,389
Telephone	785	336	-	-	673	448	2,242
Utilities	5,609	5,609	-	-	11,219	-	22,437
Security	767	-	384	-	384	-	1,535
Museum Supplies	58	12,443	-	-	-	-	12,501
Custodial	-	-	-	-	6,789	-	6,789
Dues and Subscriptions	-	2,389	-	150	-	-	2,539
Travel	191	2,748	-	-	-	-	2,939
Fundraising Expenses	-	-	-	-	-	18,698	18,698
Repairs and Maintenance	3,202	3,202	-	-	9,749	-	16,153
Building Expenses	-	-	-	-	1,258	-	1,258
Accounting	-	-	-	-	5,500	-	5,500
Professional Fees	1,550	115	-	-	-	36,000	37,665
Office and General	432	28	118	3,701	8,510	-	12,789
Depreciation	-	-	-	-	14,104	-	14,104
Staff Development and Conferencés	-	925	-	-	743	-	1,668
Investment Fees	-	-	-	-	10,955	-	10,955
<b>Total Operating Expenses</b>	<b>\$ 313,425</b>	<b>\$ 221,385</b>	<b>\$ 28,867</b>	<b>\$ 18,417</b>	<b>\$ 135,691</b>	<b>\$ 101,019</b>	<b>\$ 818,804</b>



*Whalebone Bullseye Fairlead,  
a device to guide line on a ship.  
Museum Collection.*

# Auditor's Report

## The Whaling Museum Society, Inc. Statement of Cash Flows Year Ended December 31, 2012

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<b>Cash Flow from Operating Activities</b>				
Increase (Decrease) in Net Assets	(244,443)	\$ 311,100	\$ -	\$ 66,657
Adjustment to Reconcile Increase (Decrease) in Net Assets to Net Cash Provided (Used) by Operating Activities				
Depreciation	14,104			14,104
Net Changes in:				
Marketable Securities	-	(140,059)		(140,059)
Miscellaneous Receivable	(5,250)			(5,250)
Inventory	9,260			9,260
Prepaid Expenses	(3,527)			(3,527)
Sales Tax Payable	8			8
Payroll Liabilities	(250)			(250)
Accrued Expenses	(1,000)	-	-	(1,000)
Net Cash Provided (Used) by Operating Activities	(231,098)	171,041	-	(60,057)
Interfund Transfer	168,946	(168,946)	-	-
Net Increase (Decrease) in Cash and Cash Equivalents	(62,152)	2,095	-	(60,057)
Cash and Cash Equivalents – At Beginning	74,146	62,194	-	136,340
	<u>\$ 11,994</u>	<u>\$ 64,289</u>	<u>\$ -</u>	<u>\$ 76,283</u>



*Scrimshaw on Walrus Tusk. Museum Collection.*



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*Volunteer Ed Cortez Carving Scrimshaw  
at "Thar She Blows!" Family Event*

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*Seahorse Explorations*

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*Jr. Marine Biologist Summer Program*



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Cold Spring Harbor Library  
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*Thank you!*



# Parting Pictures



The Red Hat Society visits for a Whaleboat Lecture.



Enthusiastic Ocean Explorers!



A winning team from the Spring Benefit & Scavenger Hunt



Seahorse Art using packing peanuts as stamps



Yoga by the Sea for Mothers & Daughters. Thank you to Harbor Lights Yoga of Huntington for graciously running this program!



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