

Dear Friends:

Milestone anniversaries, like completing our first decade of service last year, make reminiscing irresistible. For over 10 years, the Gertrude Salzer Gordon Children's Museum of La Crosse has provided children and families with a safe and positive place to laugh and learn, giggle and grow.

Our small staff, dedicated Board of Directors, and you, our supporters, have many reasons to be proud of the Museum's 10th year:

- welcoming a record-high 63,000 people;
- working efficiently and economically to creatively inspire, amuse and educate our region's children and families;
- moving ahead, slowly but surely, with a \$1 million capital campaign to add to our endowment, make much-needed capital improvements, and install new exhibits and other equipment.

Thank you for caring about children, for celebrating play and quality early learning experiences, and for trusting the Museum with your support.

*Anne Steuer*



One of the exhibits we added in 2009: NEOS!

# Hands to Heart

a newsletter for supporters of the  
Gertrude Salzer Gordon  
Children's Museum of La Crosse

Spring 2010



## 2009 HIGHLIGHTS

You and your friends, family and neighbors visited the Museum in record numbers in 2009, resulting in our **highest attendance ever** since the opening year!

A new roof, new carpet, paint and other **capital improvements** were made, thanks to supporters of our "10 Years...10 Reasons to Give" capital campaign!

**Gert's Seeds of Learning Society** was initiated, in honor of founding major donor Gertrude Salzer Gordon, to recognize bequests and other planned gifts to the Children's Museum of La Crosse.

Our first annual **phonathon** generated over \$5,000 from 128 generous donors, like you!

A video of Executive Director Anne Steuer's comments about her joy in helping to create the Children's Museum was selected from thousands of entries to be aired in Mutual of Omaha's 2010 "**Aha Moment**" television campaign!

Our commitment to welcoming *all*, regardless of income, continued this year, with thousands of free and discounted admissions and over **80 free memberships for families in-need.**

You and your family can now enjoy **admission to over 425 children's and science museums** across the country with the new Passport level membership!

The Children's Museum of La Crosse is now on **Facebook!** Become a fan for regular updates.

We also installed several **new exhibits**, improved some old favorites, and made plans for more!

- The **Grossology traveling exhibit** brought "oohs" and "aahs" (and a few "ewws") as well as record attendance and lots of excitement!
- Visitors of all ages and abilities get their bodies moving and hearts pumping while playing **NEOS** (thank you Gundersen Lutheran and Children's Miracle Network!)
- The **Big Dig** was added (now with trucks...next year with dinosaurs!) and other exhibits were spiffed up, added to, and moved around.
- **Whoosh!** (thank you Kwik Trip) was installed in January of 2010, and more new exhibits are planned for later this year!

## Board of Directors

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## Management Staff

**Anne Steuer**  
Executive Director

**Leanne Poellinger**  
Mktg/Devel. Director

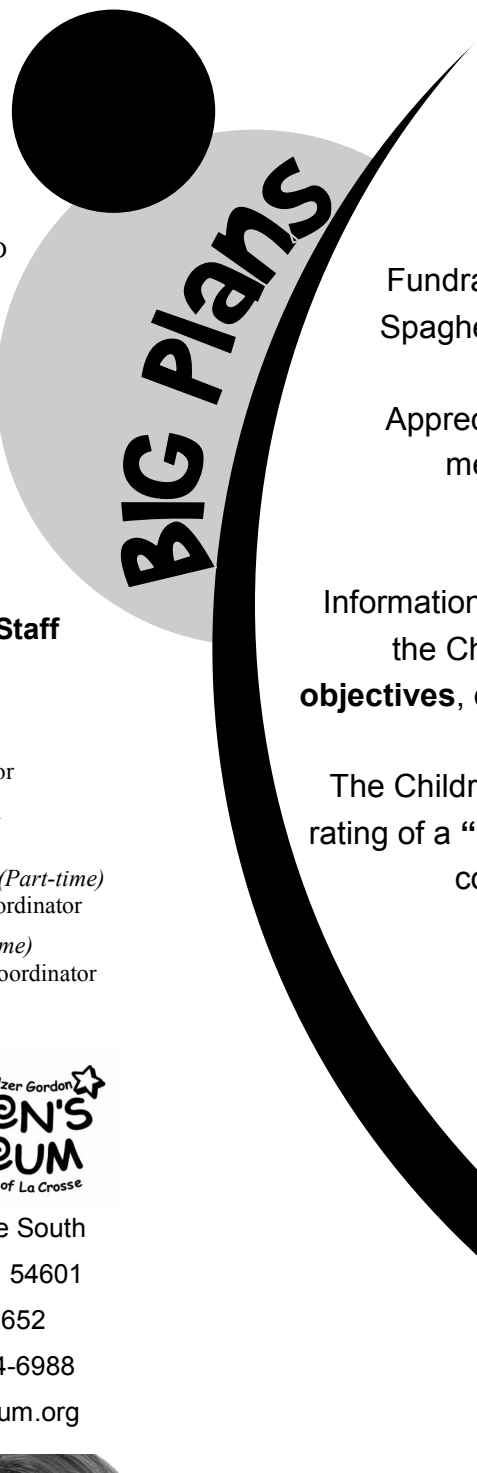
**Christina Knudsen**  
Project Director

**Amanda Verthein** (*Part-time*)  
Visitor Services Coordinator

**Peggy Rice** (*Part-time*)  
Field Trip/Events Coordinator



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The **excitement** generated in 2009 will continue with several additional new exhibits in 2010, including but not limited to: Toothy Tango (*thank you La Crosse District Dental Society & dental professionals*), a kids' crane, and a two-story fire/police station.

Fundraising and planning efforts, beginning with the April 18 Spaghetti Fling event, will focus on a **new dinosaur exhibit!**

Appreciation of our **very special members** will include new, members-only events as well as continued discounts on programs, parties, store purchases and more!

Information will soon be available to local educators which aligns the Children's Museum's exhibits with **required curriculum objectives**, enhancing the value of Museum field trips for schools.

The Children's Museum of La Crosse will be working to earn the rating of a **"Good to Grow!" Museum**, by coordinating with other community partners to improve the health and wellness of our region's children and families.

We will continue to look to generous people like you for support and input in the years to come to make the Children's Museum of La Crosse the best it can be for our region's children and families.



Your continued support will help give giggles and more to thousands of children as they **play to learn** at the **Children's Museum of La Crosse**.

**Give a giggle!**