Cover: Hand grenades after cleaning and in new rehousings

Back Cover: Storage of ammunition pouches, gun belts, and holster before cleaning and rehousing

Photo at Right: Femur of mammoth or mastodon that was found in two pieces near Oxbow Creek, Nebraska. Donated by Earl Adamson.

Photo Credit: Collection photos and staff photography all taken by Rachel Gnagy, Inscribed Photography
Mission Statement
The Hastings Museum brings to life the natural and cultural history of Hastings, Adams County, and the Great Plains of Nebraska. The Museum connects Nebraska to the world and universe through educational programs, exhibits, and films, inspiring greater public respect for and understanding of our past and future.

The Hastings Museum has grown into a multifaceted organization over the last 90 years. The Museum offers a variety of subject matter through exhibits, films, and programs. It continues to offer a package that includes museum exhibits and programs, the J.M. McDonald Planetarium, and the Lied Super Screen Theatre.

Vision Statement
The Hastings Museum will invest its time and resources strategically to build on its past successes and revitalize its facilities, programs and financial capabilities for the future, to become the leading natural and cultural history museum of Nebraska and the Great Plains.
Rebecca Matticks
Hastings Museum Director

Mark Funkey
President, Board of Trustees

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Curator of Collections & Program Director

Russanne Hoff
Curator of Education

Carla Scheierman
Secretary

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Jack Briggs
Exhibits

Kirk Rosberg
Education Assistant & Planetarium Coord.

Curtis Gosser
Graphic Designer

Lacey Lurz
Visitor Services Representative

Jenna Trausch
Maintenance
Hello!

What does moving a firetruck, debuting a new Kool-Aid book, and receiving a donation of six Dobsonian telescopes all have in common? This happened at the Hastings Museum during our 2017-2018 budget year! Many changes occurred over the last year that prepared Museum staff for expanded educational programs and the Half–Cent Sales Tax projects.

The past year has been a whirlwind of activity at the Hastings Museum! As the new Board Chair it has been my pleasure to get to work closely with the Museum staff and the Board. Much of the work this past year has been centered around continuing to move the Hastings Museum forward into the future.

From the moment the Half–Cent Sales Tax was approved, the direction of the Museum became more focused. The staff has worked diligently to move and clean artifacts and exhibits, create storage space to help facilitate the long-range plan to rearrange and renew the Museum, and make way for new HVAC units and duct work in the collections areas.

New HVAC for the 1984 addition (collections storage and the Nature Nook) caused many wheels to be set into motion. The new climate control equipment was needed before the new compact shelving, made possible by additional funding, could be installed. All of the artifacts located in the Museum’s two collections storage areas were moved. The lower level artifacts were moved into a temporary storage area while the remaining items were placed in the East Gallery as an open storage exhibit. These artifacts were inventoried, cleaned, photographed, and re-housed in archival material before being returned to storage.

The year included many exciting and new opportunities for the staff and patrons. The Museum received an anonymous $50,000 donation which was used to upgrade and enhance the education programs! New equipment and training added to enhance the Museum experience include: Six new Orion Telescopes, ADA Hearing and Sight equipment in the Theatre, and Museum Hack and Autism training for the staff.

With all of this going on, the staff still found time to write a book! The new Kool-Aid book has been published and printed and is now available for people to buy.

The future of the Hastings Museum is very bright!

Mark Funkey
President, Board of Trustees
For these departments, the year could be described as both a marathon and a sprint. For 12 straight months, artifacts were being moved out of long-term storage and into rotating temporary storage areas. This was necessary in order to install upgraded HVAC (Heating, Ventilation, and Air Conditioning) equipment and create truly climate-controlled storage spaces. While these items were being handled, they were also rehoused, photographed, and their records were entered into a searchable database. As each space was emptied and upgraded, plans were written for custom compact shelving to best fit each room.

Exhibits were on the move as well: Lock, Stock & Barrel moved from the basement to the top floor; several insect cases were moved; seven cases of shells and marine life were taken off exhibit as they were prepared for their debut in the main diorama hall; and the antique firetruck was treated to a new space and background graphics. There were fewer than normal temporary exhibits this year because those spaces were filled with artifacts while storage rooms were vacant. The Museum was, however, pleased to host Hastings Public Schools’ fourth-grade Native American dioramas as well as 20 photos from Joel Sartore’s Photo Ark project.

More than 80,000 objects were moved from 4 storage areas and 3,245 were entered into the Museum’s digital database in fiscal year 2017-18.

110 new archival-quality boxes were purchased to rehouse items, as well as 125 acid-free blueboard sheets. 1,204 hours from the Museum’s 3 interns and 85 hours donated by volunteers to the collections department were vital this year. They made our lives 100% better.
“Wow, what a wonderful collection you have preserved. Thank you.”

- VIRGINIA BRUBAKER, LITITZ, PA
The education department offered school groups—preschool through grade five—14 distinct programs this year. Teachers could choose from a variety of themes including Plains Indian Culture, Rocks & Minerals, and Edwin Perkins: The Inventor of Kool-Aid. All of the Museum’s school programs are designed to meet Nebraska State Standards and are aligned with Hastings Public Schools’ Key Concepts and Essentials.

While school groups are a vital audience for the Museum, its commitment to education is much broader. It includes a variety of programs and events such as Preschool Playdays on Saturday mornings, a thriving selection of Summer Fun classes for youth, Up Close programs on a variety of topics designed for audiences 18+, a robust relationship with area scouting organizations that includes overnights at the Museum, and annual events such as the Native American Festival (NAF), Spirits and Interesting People (SIP), and Kool-Aid Days.

In December of 2017, the Museum received word that an anonymous $50,000 gift had been given to the Hastings Museum Foundation. The donors stated they were inspired by the great work the Museum does in educating area residents—young and old alike. The one stipulation was that they wanted the gift to have an immediate impact. By January 2018 the Museum had submitted a plan to the Foundation to purchase the following: Virtual Field Trip equipment to allow the Museum to connect to schools and groups locally, across the state, or around the world. The new equipment also can be used to receive educational programming from other institutions. • A set of 30 iPads and digital cameras to expand and enrich the Museum’s Summer Fun youth classes. • GooseChase, an app that allows the Museum to develop smart-phone based scavenger hunts. Groups have loved this modern twist on the traditional pen-and-paper based activity.

With only days remaining in this fiscal year, news came of another donation—six Dobsonian telescopes to enable the Museum to expand from its program of solar observing to now include night sky viewing. It was a great way to kick off a new year of possibilities.

In 2017-18 3,454 students attended 174 school programs at the Hastings Museum.

315 kids participated in Summer Fun classes.

170 adults joined us for the 4TH annual Spirits & Interesting People: a record high!
“I took my grandson to a star show. Now he has to look for the moon and the Big Dipper every night.”

- DOREEN LUEDERS, 5 STAR FACEBOOK REVIEW

⭐⭐⭐⭐⭐
Large format films and special booking highlights included: *Dream Big: Engineering Our World*, MacGillivray Freeman; *Amazon Adventure* and *Turtle Odyssey*, both from SK Films; *JANE*, a National Geographic documentary on Jane Goodall; *Eric Clapton: Live from Royal Albert Hall*; holiday films such as *The Star*, *The Grinch*, and *White Christmas* with Bing Crosby and Rosemary Clooney; *Loving Vincent*, the world’s first oil-painted film featuring the works of Vincent VanGogh; *Sgt. Stubby*, an animated family film produced by the WWI Centennial Commission; and documentaries of Ruth Bader Ginsburg (*RBG*) and Fred Rogers (*Won’t You Be My Neighbor*). A simple fall promotion featuring *Hocus Pocus* and *The Nightmare Before Christmas* was perhaps the surprise hit of the year. These two films were paired for an offering called Halloweekend. The promotion resulted in Theatre attendance that tripled from the same weekend the previous year, and garnered amazing feedback from members. Plus, concessions were through the roof! We continually strive to bring unique content and seasonal promotions.

After last year’s temporary closure for updates, the J.M. McDonald Planetarium returned this year rejuvenated and ready for a full year of out-of-this-world programming. Planetarium shows featured this fiscal year included: *Seeing*, narrated by Neil deGrasse Tyson; *Earth Moon & Sun*; *Season of Light*, a holiday favorite; *Black Holes*, the 10th Anniversary Edition; *The Little Star That Could; Rusty Rocket’s Last Blast; Cosmic Origins Spectrograph*; and *One World, One Sky: Big Bird’s Adventure*.

**IMEPROVING ACCESSIBILITY**

Planetarium staff spent a great deal of time this year adding open captions to several shows. In the Theatre, new equipment was purchased to display closed captions of dialogue for the hearing impaired on hand-held devices. (Open captions always are in view and cannot be turned off, whereas closed captions can be turned on and off by the viewer.) In addition, special headphones were purchased to increase volume of the films and to describe the scenes to the visually impaired.

The Museum’s Lied Super Screen Theatre earned $123,160 and welcomed 22,920 patrons.

The Planetarium delivered 750 shows to 12,087 patrons, 151 which were for school programs that served 4,102 students.
“Your Museum is one of my all time favorite places. I remember going almost every school year. To this day it is my only tradition, to go back to where my love for museums and history began. This place holds a special place in my heart.”

- AMELIA ELAINE MICHAEL, 5 STAR FACEBOOK REVIEW ★★★★★
Of the estimated 17,500 museums in the United States, less than 5% meet the professional standards and best practices required by accreditation. The Hastings Museum is one of only nine museums in Nebraska to be accredited.

Fiscal year 2017-18 was solid. The Museum balanced earnings and expenditures and finished in the black. As in past years, multiple funding sources support the Museum. The most important of these is the citizenry of Hastings. Each year the Museum’s director, staff, and trustees place significant emphasis on financial stewardship. This includes partnering with the Hastings Museum Foundation, and prioritizing key projects. The staff and board—in conjunction with city officials, citizens, and the Foundation—develop a strategic plan to guide decisions. The goal is to achieve a balance that allows for some risk-taking in programming, while maintaining financial stability.

This year the Museum boasts 1,069 active memberships and 5,736 members. The key benefits of membership are free daily admission to the Museum and Planetarium, and discounted classes, events, and large format theatre tickets. Membership fees begin at $45 annually for a single membership, and top out at $600 for a Platinum level Membership. Silver, Gold, and Platinum memberships come with extra perks including free movie passes and invitations to large format film premieres with special speakers. As a new member benefit last year, the Museum joined ASTC (Association of Science-Technology Centers). ASTC provides Hastings Museum Members at all levels with free or discounted entry to numerous museums and science centers across the country, including the Omaha Children’s Museum; the Cosmosphere, in Hutchinson, Kansas; the Denver Museum of Nature and Science; and the Field Museum of Natural History in Chicago. This fiscal year alone, the ASTC partnership brought 221 new visitors to our Museum.
### MUSEUM INCOME

- **PROPERTY TAX**: $873,796 - 52%
- **LODGING TAX**: $196,615 - 12%
- **MOTOR VEHICLE TAX**: $77,862 - 5%
- **ROYALTIES, FEES, DUES**: $96,270 - 6%
- **FACILITY**: $307,823 - 21%
- **EDUCATION**: $112,100 - 7%
- **THEATRE ADMISSIONS**: $123,160 - 7%
- **GRANTS, FUNDRAISING**: $140,800 - 8%
- **STORE, VENDING**: $77,389 - 4%
- **MEMBERSHIPS**: $68,265 - 4%
- **RETAIL**: $47,272 - 3%
- **EDUCATION, EXHIBITS, EVENTS**: $57,067 - 4%
- **COLLECTIONS**: $18,190 - 1%
- **GRANTS, FUNDRAISING**: $140,800 - 8%
- **THEATRE ADMISSIONS**: $123,160 - 7%
- **GRANTS, FUNDRAISING**: $140,800 - 8%

### MUSEUM EXPENSES

- **WAGES/BENEFITS**: $892,924 - 59%
- **ROYALTIES, FEES, DUES**: $96,270 - 6%
- **ADVERTISING, COMMUNICATIONS**: $82,797 - 6%
- **EDUCATION, EXHIBITS, EVENTS**: $57,067 - 4%
- **RETAIL**: $47,272 - 3%
- **COLLECTIONS**: $18,190 - 1%
- **FACILITY**: $307,823 - 21%
- **COCA-COLA**: $1,500 - 0.1%

Hastings Museum 2017-2018 Annual Report
The Museum’s Store and vending sales combined last year for a $77,389 booster shot to the Museum’s bottom line. Not bad! The store carries a variety of gifts and souvenirs that connect to themes established by exhibits, such as rocks and minerals, Plains Indians, natural history, and space. Perhaps most popular are the store’s custom Kool-Aid themed items: T-shirts, socks, key chains, ornaments, window clings, soaps, and the definitive book on Kool-Aid—written by Hastings Museum Curator of Collections, Teresa Kreutzer-Hodson. New products are already in the works for next year.

MARKETING & VISITOR SERVICES

These two departments take the lead in communicating directly with members, daily patrons, and potential visitors. Whether a patron is checking the Museum’s movie schedule on a mobile device while sitting in a restaurant, or asking about an event while standing in our lobby, both departments strive for a customer-first mentality. The same marketing and customer-service trends impacting theatres, museums, and entertainment destinations nationwide are affecting the Hastings Museum including: a continual push to put the customer in the driver’s seat by offering online ticket sales, membership renewals, store item sales, etc.; a growing desire to access information online; an insistence on value; and a desire for unique products and experiences.
HOT OFF THE PRESSES!

Hey, Kool-Aid! Most everyone knows this famous phrase and the jovial red pitcher, but do you know where it all started? Explore the story behind this iconic drink, from a small-town entrepreneur’s dream to the most successful powdered soft drink mix sold today. **Kool-Aid: Discover The Dream**—written by Teresa Kreutzer-Hodson, our Curator of Collections—hit the market in August of 2018, just in time for Kool-Aid Days. It’s available online and in our own Museum Store. Need a personal inscription from the author? That’s doable! We know the gal who wrote the book on Kool-Aid!
A MAJOR FACILITY UPGRADE

This year the Museum installed more than $130,000 of upgrades to the building’s heating, ventilation, and air conditioning (HVAC) system. The Hastings Museum Foundation and the City of Hastings jointly funded the project. HVAC is important in all buildings, but it’s particularly important in museums. Of course patrons expect to be comfortable while they’re enjoying our exhibits. A less understood reality is that artifacts are needy too. If not provided with the proper temperature and humidity levels, they can literally come apart at the seams. Temperature is the major factor in the speed at which “natural aging” occurs. Lowering the temperature greatly increases the longevity of collections. At some point though, lower temperatures are hard on visitors to the museum, employees, and pocketbooks. Humidity is another issue. High humidity and rapid fluctuation of humidity levels can be damaging to a wide range of artifacts. Many objects can warp or split. Metal items can corrode. Still other items, like leather and paper, become brittle and fracture. Good air circulation and regular inspections for mold growth are vital standard practices to properly care for any museum collection. The investment in HVAC upgrades was money well spent.

Pair of children’s beaded moccasins. Made by Addie Hollow Horn Bear, Rosebud Agency, South Dakota. The leather they are made from is a type of material vulnerable to humidity.
Thank you for all you do. I have been coming since 1970.

- IRMA EPPLESTON, LOUP CITY, NE
A total of 193 volunteers donated 2,892 hours to the Museum in this fiscal year. A one-year record-high total of 16 new volunteers went through our orientation program. 1,251 people enjoyed free admission through three sponsored programs. We partnered with 42 community organizations.

Perhaps the most exciting trend identified this year, is that volunteers are coming in with groups of friends. Volunteerism is emerging as a way to socialize with friends while giving to the Museum and the community. We love it!

Nine volunteers received recognition from the President’s Volunteer Service Award program. That award is the gold standard in the volunteerism community. It requires youth ages 12-16 to volunteer a minimum of 50 hours of service per year. Those over age 16 must donate a minimum of 100 service hours in one calendar year! The bulk of the hours given to the Museum support three key programs: Summer Fun youth classes, our Native American Festival, and Scouting Overnighters.

We are pleased to announce that the first-ever winner of the Museum’s Volunteer of the Year Award went to Sara Atchity. She was recognized for her dependability, troubleshooting skills, and always putting forth her maximum effort. And while it kicked off in April of 2017, this is the first full year of the Museum’s Volunteer Incentive Program. It recognizes volunteers with free T-shirts, movie tickets, and even Museum Memberships depending on their hours of service.
## COMMUNITY PARTNERS

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<tr>
<th>Adams County Historical Society</th>
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<td>The Archway</td>
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<td>Boy Scouts of America</td>
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*David Kleven, known as Critterman, visited the Museum in February of 2018. Kleven makes the trip from Aubrey, Texas, every other year to share his animals with patrons at the Museum.*
## DONORS TO THE HASTINGS MUSEUM & HASTINGS MUSEUM FOUNDATION

### Hallie Juedeman Memorial
- Reinhart & Mildred Ackerman
- Lori & Ryan Augustin
- Glenda Buss
- John & Marylou Horsham
- Clarence Jeudeman
- Justin & Angie Katzberg
- Mark & Sandy Kimle
- Carrie Mullen
- Dwayne & Fern Rosenquist
- Ken & Joan Schiermeyer
- Leone & Joe Sommerfeld
- Jerry Stromer
- Geraldine Uden

### Harold McKibben Memorial
- Darrell & Honey Lou Bonar
- Robert Frank
- Barb Meyer

### Exhibits & Special Projects
- Kitty M. Perkins Foundation
- Mary Topp

### Facility Maintenance
- Prairie Fibers, Weavers & Spinners Guild - Ann Aubushon
- Dr. Sam & Audrey Parigi

### Unrestricted Donations
- Carlie & Jane Cleveland
- James & Mary Cooke
- Richard & Sandra Fruehling
- Matt & Suzanne Greenquist
- Eleanor Jorgenson
- Will & Ginny Locke
- Rick & Rebecca Matticks
- Tam V. & Teri Sue Nguyen
- Dan Yost

### FOUNDATION CONTRIBUTIONS

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### GRANTS
- Hastings Community Foundation
- Humanities Nebraska
- Nebraska Arts Council
- Nebraska Cultural Endowment
- Nebraska Tourism Commission

### MUSEUM SPONSORS
- American Alliance of Museums
- Anonymous - In honor of local music educators
- CCC-Hastings
- Hastings College
- Odyssey
- Olsson Associates
- Platte River Radio
- Quality Sound & Communications
- Runza Restaurants

![Mastadon jaw fragment with tooth. Found in Indiana.](image-url)
## GIVE HASTINGS DAY!

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## BROOKING SOCIETY DONORS


- **Whooping Crane $2,500 & above**
  - Anonymous
  - Centennial Plastics, LLC
  - Lyle & Diann Fleharty

- **Blue Heron $1,000 to $2,499**
  - Renee Deveny
  - Calvin & Jane Johnson
  - Terry & Susie Klatt
  - G. Peter & Marcia Konen
  - The Leroy & Jean Thom, T-L Foundation, Inc.

- **Cardinal $500 to $999**
  - Anonymous
  - Dr. Zachary & Lindsay Frey
  - Matt & Suzanne Greenquist
  - Hastings Irrigation Pipe Co.
  - William F. Hulsker
  - Industrial-Irrigation Services
  - Doug & Becky Koopman
  - Robin & Ann Koozer
  - Rick & Rebecca Matticks
  - Wayne & Ila Nelson
  - John Northrop - In Memory of Michele L. Northrop
  - Glenda Pauley
  - Dr. John & Cathy Pershing
  - Rosalie Snell
  - Doug & Marnie Soderquist
  - Jack & Mary Steiner
  - Randy & Susan Williams
  - Woodward’s Disposal Service, Inc.
  - Laura Marvel Wunderlich
  - Mike & Nancy Ziemsba
Meadowlark $250 to $499
Anonymous
Dr. George & Colleen Adam
Dr. Jerry & Ora Adler
Lafe Anderson
Dr. Larry & Heather Baker
Bart Hultine Altruism Fund
Bill & Martha Boyd
Pat & Karen Boyd
Bruce Furniture - Doug & Donna Bruce
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Dave & Paula Cure
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Randy & Brenda Knapp
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Dr. George & Sandy Landgren
Brian & Karen Lierman
Keith & Susan Ljunggren
Dr. Susan Loeffel - In honor of Beulah Potter
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Rhonda Pauley
Tom & Colleen Pauley
William G. Pauley III
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Raynor Garage Doors of Central NE - Tom & Joan Quinn
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Dr. Alan & Beth Robertson
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Jane Tonniges
Kathy Utter
Robert & Peg Wallace
Dr. Justin & Kili Wenburg
Phil & Colleen Werner
Don Whitcomb
Kevin & Lisa Willett
Louan Woods
Dan Yost

Mourning Dove $100 to $249
Anonymous
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