

LETTER FROM THE EXECUTIVE DIRECTOR

Dear Friends:

Arizona is 100! During the past several months, numerous conversations with friends and colleagues have begun with: "What else happened in 1912, the year Arizona became a state?" It was quite a year. On a high note, the U.S. Public Health Service was founded. A 190 kg meteorite wondrously exploded over Holbrook, AZ. The Titanic tragically sank. And, for those who applaud innovation, the first zippers were purportedly sewn into clothing.

Nineteen twelve was also the year that distinguished educator, and lifelong public servant, John W. Gardner was born. Always at the ready with a good quote, he once observed that "history never looks like history when we are passing through it." I have often thought about this quotation in light of the almost 400 separate centennial events and projects initiated by communities large and small, in every county, to commemorate Arizona's admission as the 48th State: projects recognizing influential individuals; campaigns to preserve historic buildings and archives; tributes to veterans; programs that entertained with film, music, and song, and others that educated, whether online or



with exhibitions, publications, and public lectures. Many observances focused on the contributions of industries, universities, and service organizations to the growth of Arizona and the welfare of its citizens. Who can forget the amazing (as in "Amazing Arizona!") signature events, especially the Best Fests that attracted 75,000 attendees in Prescott and drew more than 150,000 celebrants in Phoenix; the beautiful centennial evening *Fandango! Arizona* gala in Phoenix; the splendid State Capitol fireworks display; and

the 4,000-member motorcycle cavalcade, whose first wave of riders reached the capitol just as the last riders were leaving Mesa.

Throughout our centennial year, we Arizonans knew that we were a part of history. Those thousands of us who toured the Best Fest pavilions suddenly discovered ourselves looking into the future, even as we were re-experiencing Arizona's rich and diverse past. At this moment in time, we were well aware that we were making history, and not merely passing through. In 2012, we joined together to celebrate our state's history with an enthusiasm that gives optimism for Arizona's future.

Michael Wade, in his president's letter, eloquently details AHS's many contributions in this centennial year. As executive director, I share the board and staff's pride of accomplishment as we reflect on a remarkable 100 years of statehood and look forward to our second century.

Anne Woosley

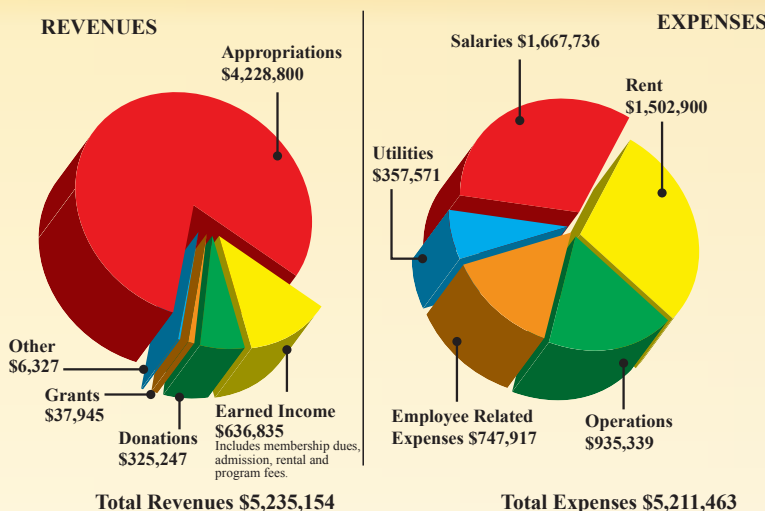
Anne I. Woosley, Ph.D.
Executive Director

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FINANCIAL OVERVIEW

AHS revenues declined significantly from fiscal year 2010-11 to fiscal year 2011-12. In FY 2010-11, AHS appropriations increased primarily to offset a one-time balloon payment attributed to rent (debt service) on the Museum at Papago Park. In FY 2011-12, this increase was eliminated. Donations increased over the prior fiscal year by more than \$50,000. Significant donations were received from several foundations, as well as: AHS Southern Arizona Chapter, Inc.; Historical League, Inc.; Arizona State Genealogical Society; and Arizona Centennial Quilt Project. The Arizona Centennial Quilt Project was the primary fundraiser for the AHS *100 Years ~ 100 Quilts* state centennial exhibition.

Expenditures were similarly reduced because of the elimination of the rental balloon payment for the Museum at Papago Park. FY 2011-12 also saw the final rent payment by AHS for the Museum at Papago Park, as statutes passed during the most recent state legislative session have removed this property from the rent rolls. AHS will no longer receive the appropriated revenue associated with that expense.



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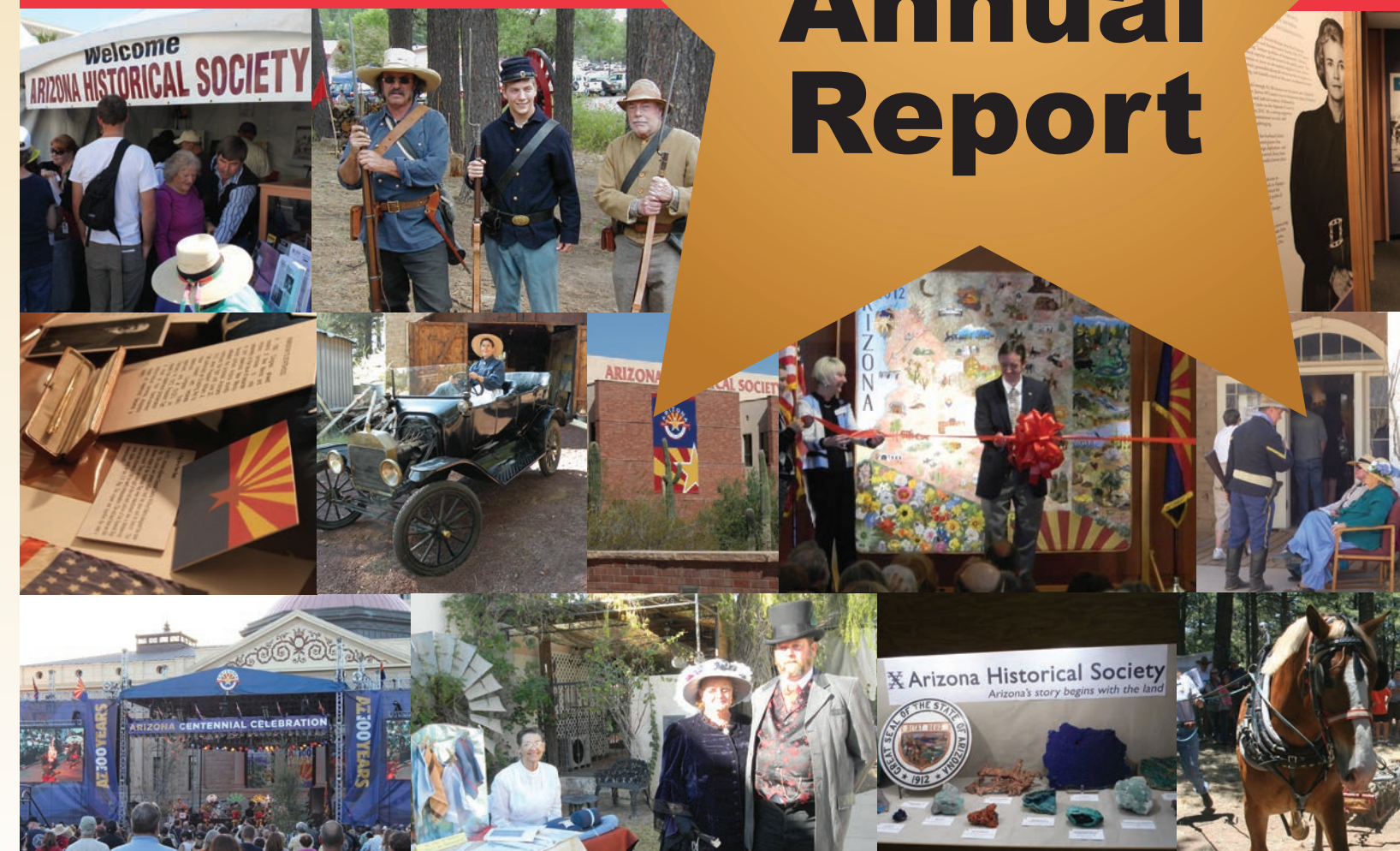
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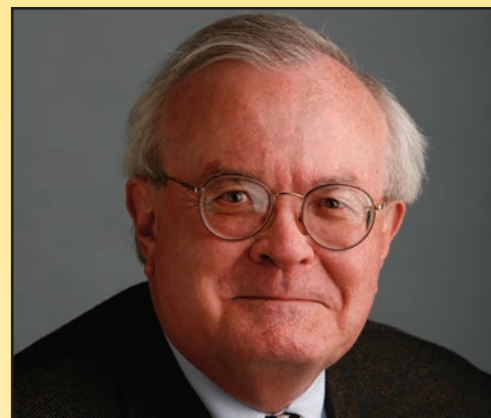
AHS took great pride during this centennial year in Executive Director Anne Woosley's selection as an Arizona Culturekeeper. At a ceremony on May 6, 2012, at The Westin Kierland Resort & Spa in Scottsdale, Dr. Woosley joined a select group of one hundred individuals recognized over the past ten years for their positive impact on the state's history, culture, environment, and/or economy. Dr. Woosley is shown here receiving her award from Marshall Trimble, chairman of the Culturekeepers program and Arizona's Official State Historian, and Stephanie Dowling of The Westin Kierland Resort & Spa.



2012 Annual Report

LETTER FROM THE PRESIDENT

Dear Members and Friends:



There was a time when the Arizona Historical Society had prime time television advertising, albeit indirect, nearly every evening, in homes throughout America. *Bat Masterson, Bonanza, Broken Arrow, Boots and Saddles, Cheyenne, The Cisco Kid, Death Valley Days, Gunsmoke, Have Gun Will Travel, High Chaparral, Life and Legend of Wyatt Earp, Maverick, Rawhide, The Rebel, The Rifleman, Rin Tin Tin, Tales of Wells Fargo, Texas John Slaughter, Tombstone Territory, Wagon Train, and Wanted Dead or Alive* were a few of the TV programs that brought the Old West to life for many Americans. That was a time when the opening of the local rodeo got a lot of attention in urban, as well as rural, Arizona. Some of us recall when Rodeo Day was a day off from school.

We no longer operate with those advantages. Competition is stiff for publicity, attention, and financial support. People have far more choices than ever before and, truth be known, many of those alternatives are pretty darned attractive. This should not cause those of us who love Arizona history to wring our hands and pine for the good old days.

Instead, it should cause us to get better at spreading the word and preserving the extraordinary story of our state. Many of you probably attended the various Arizona Centennial events sponsored by AHS. In many respects, reflecting on Arizona's 100 years as a state has caused us to consider both where AHS has been and where it needs to go.

Rather than letting our efforts focus primarily on the large urban areas, the AHS Board and staff are striving to raise the Arizona Historical Society's profile and increase activities throughout the state. Some of the greatest enthusiasm for, as well as interest in, Arizona history can be found in rural Arizona. The Board of Directors has extended the coverage of AHS so that there no longer are "unaffiliated counties." Every part of Arizona now falls under a chapter. A new chapter—the Eastern Arizona Chapter—is joining the Rio Colorado, Northern Arizona, Southern Arizona, and Central Arizona chapters as part of this effort to bring the story of Arizona

Events, preservation, and education continue to receive emphasis. The "100 Years~100 Quilts" exhibition at the AHS Arizona History Museum in Tucson has been a major success. Arizona's Official Centennial Commemorative Quilt is traveling around the state, and will be in the permanent collections of AHS.

The Library and Archives have been re-opened at the AHS Museum at Papago Park in Tempe, and the facilities for those endeavors have been expanded. A new educator and three archivists have been hired, and a guide training class has recently graduated.

With an eye on the past, exceptional work has been done to preserve the oldest remaining adobe structure in Tucson—the AHS Charles O. Brown House. With an eye on the future, a non-profit arm has been formed to give us greater latitude in fund-raising.

The annual Arizona History Convention, which features exceptional presentations, was held this year in Phoenix. The Arizona Historical Society's highest form of recognition, the Al Merito Award, had two winners: Dan Messersmith for his work on the history of northwestern Arizona; and George Dvorak and the Fort Verde Volunteers for their efforts with the Fort Verde State Historic Park.

As mentioned in my last report, AHS is sharpening its blade; i.e., examining ways to increase and improve programs and service. In the months ahead, you will find a greater emphasis on programs and membership. We'll be exploring ways to provide events of broad interest. Our work to expand the AHS membership base will be focused and strengthened.

I want you to know how deeply your support is appreciated. It is a vital part of everything AHS does.

Best regards and many thanks,

Michael Wade
President
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