

Traditional Arts in Upstate New York

Keeping TAUNY Evergreen



A Campaign for the Future

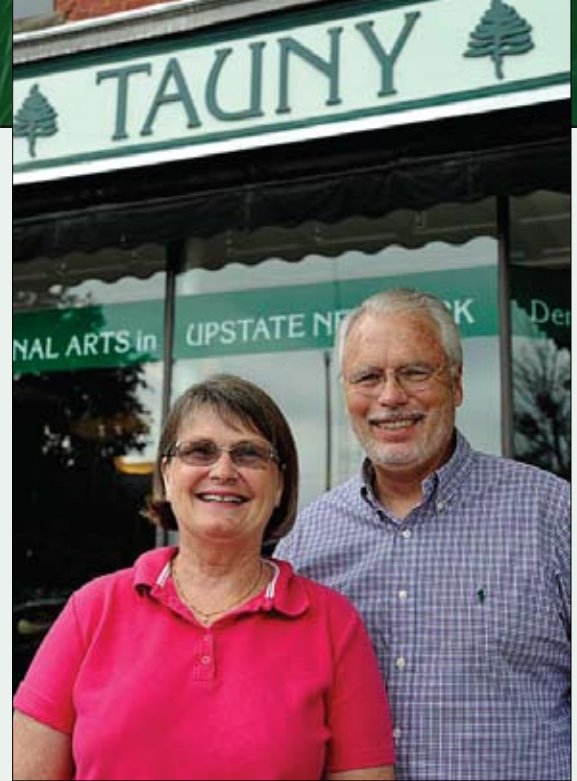
Why us? Why TAUNY? Why you?

How can we give back to this special area where our family has grown roots? We think one long-lasting way is through TAUNY.

TAUNY is preserving today what someday will be our cultural history. TAUNY does this by bringing to the forefront our unique talents in how we live our North Country lives and celebrating the best of our customs — basket makers, stonemasons, quilters, fiddlers, and our many other rich cultural traditions. Someday we will be “ancestors,” and our way of living will be a thing of the past. Let’s make sure TAUNY is around to ensure our present is not lost!

We sincerely hope YOU will join us in preserving the North Country’s heritage.

President **Joe and Dine Kennedy**, SUNY Canton
Evergreen Campaign Co-Chairs



T. Urling and Mabel Walker, Watertown
Evergreen Campaign Honorary Co-Chairs

The Evergreen Campaign Committee

T. Urling & Mabel Walker, *Honorary Co-Chairs*
Watertown

Joseph & Dine Kennedy, *Co-Chairs*
Canton

Helen Condon
Parishville

Eric Gustafson
Massena

Fred Hanss
Potsdam

Rebecca Hopfinger
Clayton

Judy Longshore
Canton

Susan Merrell
Lowville

Allan P. Newell
Hammond

Terry Niles
Brushton

Jackie Sauter
Canton

Julie M. Silver
Canton

Edward & Linda Tiernan Smith
Ogdensburg

John & Georgia Vose
Canton

“When someone like Dick dies, it’s like a library burning to the ground.”

Folklorist **Vaughn Ward** upon hearing of the death of Clarence “Daddy Dick” Richards, a country music pioneer from Lake Luzerne and 1996 North Country Heritage Award recipient

It is TAUNY’s mission to ensure that the North Country’s stories don’t get lost in the fire.



Demonstrating the distinct identity of the North Country and the everyday people, places, and things that define it.

In a time when rural America – and our region – face changes and challenges, TAUNY shines a light on the best qualities of New York’s North Country. With exhibits, programs, and research, TAUNY showcases the folk culture and living traditions of the region. It creates a record of life as it has been and is now – for individuals, families, and communities – and preserves it for generations to come.

To do our work properly, TAUNY recently purchased a wonderful historic building in the Village of Canton and has exciting plans to create a permanent home there. **The TAUNY Center** will be a place where residents and visitors can see and hear local people, in their own voices and words. Where they can learn about what is distinctive about everyday life in the North Country. Where folklorists and staff can create programming to serve the entire region.

As others work to save our natural environment, TAUNY works to conserve our cultural environment. It is the local culture that makes our region a special place. **Keeping TAUNY Evergreen: A Campaign for the Future** will secure TAUNY’s future home and its role in sustaining local knowledge and culture.

The **Evergreen Campaign** will ensure that TAUNY will become an important destination for visitors. That **The TAUNY Center** will be a place to identify, explore, and celebrate the ways of life of our region of New York State. That it will be a source of pride for our North Country neighbors, honoring the region’s character, assets, and traditions, and boldly articulating our shared sense of regional identity.

“If you love the North Country, you’ll love TAUNY. Our way of life is as important as our land. It needs and deserves an appropriate place in which to be preserved and studied and presented.”

Dr. Ed Smith, Ogdensburg native, dentist, and devoted hunter, fisherman, and lover of the outdoors

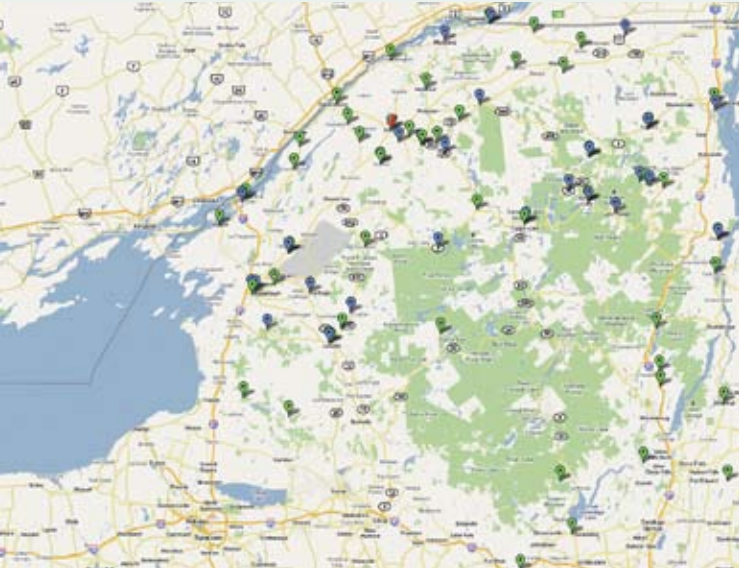
The TAUNY Center will be that place.

Keeping TAUNY Evergreen: A Campaign for the Future

The theme for TAUNY’s Campaign is based on our logo, taken from a stylized fir tree on a 19th-century stoneware jug made in the North Country. We believe “evergreen” suggests the nurturing of old and new traditions that could easily be abandoned or forgotten if those who inherit them lose sight of their worth.

Evergreen trees – balsam, spruce, pine, cedar – appear throughout our region, in the Adirondack woods, on islands in the St. Lawrence River, in farmers’ woodlots, and on village streets. The TAUNY logo – a folk art image of an evergreen – reminds us that there are many things we all have in common here and that everyday life and traditions in the region constantly involve interaction of humans with the natural environment.

Dedicated to showcasing the folk culture and living traditions of the North Country.



Communities with North Country Heritage Award recipients (green pins) and RVSP landmarks (blue pins)

“The North Country is a rich, varied place to call home. TAUNY is proud to record and share the stories of people in our region whose skills and knowledge are the link that carries the best of local culture forward. This project is TAUNY’s commitment to future generations of North Country residents whose job it will be to pass on a way of life cherished by those who live here. We hope you’ll join us in securing that future.”

Jill Breit, Executive Director, TAUNY

A non-profit organization, TAUNY collects, documents, preserves, interprets, and presents the folk culture of the 14-county region of New York State we know as the North Country. From headquarters in Canton, at the crossroads of northern New York — between Lake Ontario and Lake Champlain, the Thousand Islands and the Adirondack High Peaks — TAUNY’s programs and services include:

- 🌲 **Scholarship:** Documenting living traditional arts and artists throughout the region and preserving the record in a growing archive
- 🌲 **Exhibits:** Displaying an orientation to folk arts and local culture of the region, the North Country Wall of Fame, and regularly changing exhibits of special topics; exhibits travel to local schools, libraries, and other public sites in the North Country
- 🌲 **Programs:** Creating diverse programs — storytelling, music, crafts demonstrations and workshops, oral histories, and more — in our Center and throughout the region
- 🌲 **Awards:** Recognizing masters of traditional arts and culture with North Country Heritage Awards and cultural landmarks in our communities on the Register of Very Special Places (RVSP)
- 🌲 **Museum Shop:** Providing a marketplace for authentic regional crafts made by more than 100 artisans, music and storytelling recordings, food, and publications
- 🌲 **Partnerships:** Collaborating with other organizations to produce programs with folk culture content for their audiences
- 🌲 **Resources:** Presenting an extensive website with modules on storytelling, foodways, local landmarks, and Adirondack music; radio features on North Country Public Radio; publications, including the national award-winning *Good Food Served Right* cookbook; recordings of storytelling and traditional music; and a quarterly newsletter for members



Mohawk storyteller Ray Fadden, Onchiota

“No one else does the work TAUNY does with our oral traditions — recording the knowledge, the stories, the humor of our elders — that will become a tremendous resource about our time for the future. I wish this had been done in the past. And having this repository to visit will be very important for teachers and students everywhere.”

John Fadden, Onchiota, Mohawk artist, teacher, and Director, Six Nations Indian Museum

Having a permanent home to continue the important work of TAUNY into the future has long been our goal.



Potsdam Fiddle Club playing at TAUNY Holiday Open House, 2008

In February 2008, TAUNY purchased a classic 1870s-era, 9,000-square-foot, three-story Victorian building in the heart of Canton's historic business district. Formerly the site of the J.J. Newberry's variety store, the building is an ideal venue for an organization focused on history and heritage. When renovated, its wide-open floor plan and multiple stories will provide the ideal space for the programs and services TAUNY offers.

Working with Randall Crawford, a partner with Crawford & Stearns of Syracuse and a noted historic preservation architect, TAUNY has taken advantage of the building's good condition and its location in the historic district to plan for its future. In particular, changes are needed to adapt this space for exhibit galleries, offices, and storage for an arts organization. In addition, TAUNY is committed to making all three floors fully accessible for visitors and staff and making changes for energy conservation throughout.

The TAUNY Center will be a dynamic place with year-round activities for audiences of all ages. It will be a place for local residents to share their traditions and learn their neighbors' stories, a destination for visitors to the region to discover the local heritage, and a comprehensive resource for students and scholars who pursue serious study of the folklife of the region.

"The purchase of a historic building in Canton is a major achievement for TAUNY. When the plans to make it into the region's folklife center are realized, it will expand TAUNY's ability to serve the region, and will also be an important destination for regional residents as well as tourists to the North Country."

Heather Hitchens, New York City,
Executive Director, New York State
Council on the Arts



Basketmakers Jim Chase, Potsdam, and Patti Dillman, visiting from Pennsylvania, swapping ideas at TAUNY, 2009

The TAUNY Center will be the hub of our activity and the place

Two phases of construction are planned:

In Phase 1, the Main Street and rear façades will be renovated to meet state historic preservation standards and address energy conservation issues. Drawings for the first floor call for maximum flexibility while dividing the space into several programming areas: reception; a permanent exhibit on regional folklife; a changing exhibits gallery; a multi-purpose area for crafts demonstrations, meetings, classes, and community events; a kitchen; and our museum shop. This phase will also include constructing accessible entrances and restrooms and an elevator.



1930s-era Art Deco grille

“As one strolls through [TAUNY’s] Canton center, reading the information accompanying each photograph and object, two feelings emerge — a certain pride in living within such a culturally rich region and a wonder that there’s so much out there to learn about.”

Richard Frost, Travel Writer,
Plattsburgh Press-Republican



FIRST FLOOR

- 1 Reception Area**
- 2 Permanent Orientation Exhibition Area:** To introduce visitors to the characteristics of life in our region
- 3 Temporary Exhibitions Area:** For changing exhibits about various aspects of folk culture
- 4 Gathering Place:** Flexible space in the center of the main floor that can easily be rearranged to accommodate a variety of programming
- 5 Virtual Wall of Fame Gallery:** Flat screen monitors with portraits of North Country Heritage Award recipients and Register of Very Special Places sites
- 6 Main Street Window Display Galleries**
- 7 North Country Folkstore:** Museum shop that offers a retail outlet to over 100 regional artisans and provides visitors the opportunity to learn about local products and producers
- 8 Kitchen**
- 9 Accessible Restroom**
- 10 Elevator**

from which we create programming to serve the entire North Country region.



SECOND FLOOR

- 1 Program and Meeting Room:** Space for 50 guests for workshops, classes, lectures, and community meetings, with an interactive media center
- 2 Library/Archives Storage and Reading Room:** Climate-controlled room with adequate storage for TACINY's considerable archives, which contain 30 years of invaluable recorded interviews, photos, and videos from all over the North Country
- 3 Audio Listening and Recording Studio:** A soundproof, comfortable space to conduct interviews or to listen to or view audio and video selections from the TACINY Archives
- 4 Staff Offices**
- 5 Accessible Restroom**

LOWER LEVEL

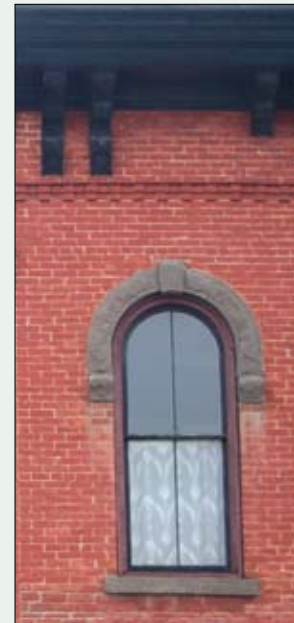
- 🌲 Museum-caliber Collection Storage
- 🌲 Folkstore Inventory Storage and Preparation Room
- 🌲 Workshop and Exhibit Preparation Room

In Phase 2, the second floor will be renovated for meeting space and a classroom, staff offices, an archives storage and reading room, as well as collection storage and an exhibit preparation workshop on the lower level.

"This crown jewel of a historic building is the perfect fit for TACINY's dedication to heritage and culture."

Steven Engelhart, Keeseville, Executive Director, Adirondack Architectural Heritage and TACINY Board Member

Detail of 1872 Italianate cornice and window



Showcasing the traditions of our region can remind our neighbors and visitors of all we have to be proud of in our past and present – and of the importance of preserving those traditions for the future.



“First, it’s a beautiful place; we feel good as soon as we walk in the door. It’s a gathering place and community center, where traditions and stories can be shared, where unique people and practices are valued, and where the next generation may perhaps be inspired to learn about some great local artistic practices.”

Joel Foisy and Gretchen Koehler,
Potsdam

The TAUNY Center will:

- 🌲 Make TAUNY a vital driver for the economic development of the region.
- 🌲 “Root” TAUNY, making it a visible and vital asset of the region.
- 🌲 Provide a base from which TAUNY can further expand and deliver services throughout the region.

What The TAUNY Center will mean for the North Country:

- 🌲 TAUNY has accumulated an impressive collection of materials, but has not had the space or facilities to properly store it or to make it accessible to the public. The new building will ensure that these treasures are well maintained and easily accessible.
- 🌲 The region needs a major orientation center, for those visiting, moving to, or attending school in the region, and to help attract workers, tourists, and economic development to the area.
- 🌲 The building has sufficient capacity to showcase multiple aspects of North Country culture at one time – its people, language, music, customs, and material culture.
- 🌲 The building is being designed with an attractive, central gathering space for discussion, sharing, promoting, and continuing our customs, crafts, and stories. It will be a hub for fostering understanding and appreciation of our distinct culture and way of life.
- 🌲 The expanded Folkstore will enhance the ability of regional artisans to earn income from their skills.
- 🌲 The building is centrally located in the region, and within a reasonable drive of outlying areas.
- 🌲 There is room to grow and expand TAUNY’s services at the new site.



Quilter Gert Forrest, Parishville



Decoy carver Bill Massey, Waddington

The Campaign

Having an opportunity to be a part of a campaign that is important and special.

In November 2009, TACUNY will launch the **Evergreen Campaign** to secure the mortgage and make renovations to create **The TACUNY Center**. The goal is to raise \$1,250,000, with support from individuals, families, businesses, foundations, and state and federal agencies to reach this goal. Paying off the mortgage will reduce annual operating costs by eliminating debt service and refurbishing the building will make it possible for TACUNY to fully develop into a unique and essential regional resource.



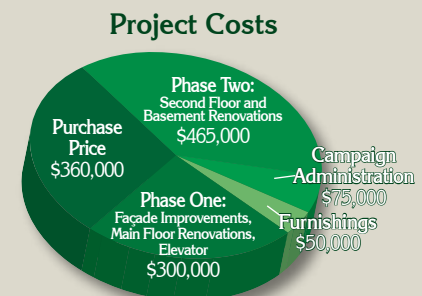
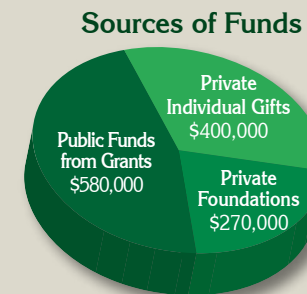
Wooden boats at No-Octane Regatta, a collaboration of TACUNY and the Adirondack Museum, Tupper Lake, 2007



Canton 4th grader Katja sharing a story she wrote about her grandmother's childhood in Germany with grandparents Waltraud and Herman Schmid as part of an oral history project at TACUNY, 2009

“How wonderful to be asked and to have a chance to be a part of something larger than ourselves, something that defines what we value and nurtures what we care about and love, something that really makes a difference for individuals and for our community, for now and for our children and for generations to come.”

Jackie Sauter, Program Director, North Country Public Radio and President, TACUNY Board of Directors



*Please join us in showing your support for the Evergreen Campaign.
Your generosity will ensure the future of TAUNY.*



Local teachers gathered for a TAUNY program at legendary Sunday Rock, South Colton, an RVSP site at the crossroads between the Adirondack Mountains and the St. Lawrence River Valley, 2005







“TAUNY is attempting to...bring economic development through vitalizing tourism, give people who come to our beautiful part of New York State something to see, something to do, provide an opportunity to learn about our very special culture.”

Former Congressman **John McHugh**, speaking in support of funding for **The TAUNY Center** on the floor of the House of Representatives, June 25, 2009

Every gift to the **Evergreen Campaign**, regardless of size, is important. You can help create **The TAUNY Center** and build the road to a great future with your generous gift. TAUNY can work with you to arrange payment of your pledge over a period of time. You may also consider a gift of stock, property, or securities. You, as an individual or a group, might wish to give in honor or in memory of a family member, a TAUNY award recipient, or a Very Special Place. There are many options.

All gifts of cash or pledges will be greatly appreciated and recognized in a published donor report. Gifts to TAUNY’s Early Bird fundraising in 2008 will also be included as part of the **Evergreen Campaign**. Donations of \$250 or more will be recognized on an **Evergreen Campaign** commemorative plaque that will be displayed in **The TAUNY Center**.

Gifts will be recognized at the following levels:

					
Pine	Spruce	Hemlock	Balsam	Cedar	Juniper
\$10,000 plus	\$5,000–\$9,999	\$2,500–\$4,999	\$1,000–\$2,499	\$500–\$999	\$250–\$499

- 🌲 TAUNY is an approved 501(c)(3) organization. Donations are tax deductible to the full extent allowed by law.
- 🌲 As a non-profit, TAUNY depends on annual membership contributions to support operating costs and yearly programs.
- 🌲 Membership contributions are vital to TAUNY’s yearly budget and will be accounted for separately from Campaign contributions.
- 🌲 Please be sure to renew your TAUNY membership along with considering a separate contribution to the **Evergreen Campaign**.

Thank you.

A Dream Comes True

How could we ever have guessed, 23 years ago, that TAUNY would grow to become one of the major cultural institutions of the North Country?

Well, here we are, with a wonderful opportunity to create a place where we ourselves, our grandchildren, our newest neighbors, our oldest friends, and visitors just passing through can come to learn about the people, places, and things that make everyday life here special.

To this native son of the North Country, teacher, folklorist, and founding director of TAUNY, all of this is a dream come true. It was a thrill when the Board of Directors voted to purchase a wonderful, historic building to be TAUNY's permanent home, an expression of their confidence that our organization will be around for a long time and that the good work that has been started will continue for years to come. At last, we will have plenty of room for exhibits and programs, the appropriate facility for our invaluable archives, and a welcoming space for all kinds of events.

This is a big project and it needs all our help to make it happen.

If you love the North Country, if you appreciate what TAUNY stands for, if you enjoy learning about interesting people around you, if you want to join us in this big investment in conserving our own region's culture, this a campaign worthy of your support. I hope you'll join our effort.

Varick Chittenden, The TAUNY Center Project Director



Mark Coakley, Ogdensburg, with day's catch, from TAUNY Archives

TAUNY Board of Directors

Jackie Sauter, President
Canton

Fred Hanss, Vice President
Potsdam

Karen Johnson-Weiner, Secretary
Canton

Peter Beekman, Treasurer
Canton

Hallie Bond
Long Lake

Peg Kelsey Cornwell
Tupper Lake & Wooster, Ohio

Steven Engelhart
Keeseville

Ruth McWilliams
South Colton

Allan P. Newell
Hammond

Julie M. Silver
Canton

Emily Tarbell
Akwesasne

TAUNY Staff

Jill R. Breit
Executive Director

Varick A. Chittenden
The TAUNY Center Project Director

Carol Smith Pynchon
Community Relations Director

Kristen Whittier
Membership & Marketing Coordinator

Mary Hilton
Development Assistant

Jody Tosti
Folkstore Manager

Martha Cooper
Photography Director

Diana Richardson
Bookkeeper

Traditional Arts in Upstate New York

53 Main Street, Canton, NY 13617

315.386.4289

info@tauny.org 🌲 www.TAUNY.org

For more information or to discuss giving opportunities, please contact Varick Chittenden, **The TAUNY Center** Project Director, Jill Breit, Executive Director, or any TAUNY Board member or **Evergreen Campaign** Committee member.



“Who would care about what my grandmother said, or how she lived during the Great Depression, or why and how she braided rugs or made bread or doughnuts? Who will tell future generations about the tame bear that killed my uncle when he was 13? I thought these stories and skills were only interesting to me and I’ve wondered if they would get lost when new generations of children grew up and had children of their own.

*Who would care? TACINY would! The work they do is for all of us to enjoy and learn from. Their work ensures that our stories will pass on to other generations. **The TACINY Center** in Canton will make that happen!”*

Helen Condon, Parishville, rug braider and 2004 North Country Heritage Award recipient