

PPHMNews

PANHANDLE-PLAINS HISTORICAL MUSEUM NEWSLETTER

VOLUME 3, NO. 2



CALDWELL RECEIVES AWARD



FAMILY DAY IN PALO DURO



MEET ELAINA CUNNINGHAM



MAX EVANS JOINS FILM FEST

Virtual Tours Open Museum Doors to the Panhandle and Beyond



New video technology literally brings PPHM into the classroom. Museum curators appear through a television screen in school classrooms, while the classrooms appear on a screen in the museum. Curators can give tours of the museum, zoom in on artifacts, answer questions from the students and even complement the discussion with videos or power point presentations.

provided PPHM with video technology, including 11 video drops and a webcam, to facilitate distance learning in rural areas.

“We’re very fortunate they chose us for this grant,” Operations Coordinator Buster Ratliff said. “It’s going to open all sorts of doors for the museum. With this technology we can even give tours to classrooms across the country or across the world.”

Stratford Independent School District students were the first to take a live virtual tour of the museum on Thursday, April 26. While walking through the *JA: The Paloduro Ranch* exhibit, History Curator Bill Green interacted with students and answered questions about the ranch managers, cowboys, and history of the first panhandle ranch.

A grant from the Department of Agriculture in conjunction with Region 16



TRAINING THE WORLD TO TRAVEL WEST
June 23 -September 16



Louis Akin, *The River, Grand Canyon*

ConnectionCast Debuts on Website



One of life's lessons is that a good map is an important part of any journey. Even if it can never be refolded properly or if it is multiple pages from an online source, it's essential for traveling new ground. Maps give us the big picture, provide check points along the way to measure our progress, and always point to the final destination.

Successful organizations have to have maps too, but they go by a different name. The museum is calling our road map an Institutional Plan. It will be the basis of our journey for the next five years, pointing to where we want to go as an organization and defining how we are going to get there.

The museum's Institutional Plan will address all of the museum's operation: funding; staff; exhibits and educational programming; and collections. The museum board of trustees and staff are committed to defining what PPHM can and should be.

The new Institutional Plan will reflect the highest standards of the profession and incorporate the interests of our community while serving as a guide for us to fulfill our mission as the premier cultural institution of the southern high plains.

As we plot the map to reach new, untraveled ground, we welcome your thoughts and suggestions. Please send them to museum@pphm.wtamu.edu.

Exhibit ConnectionCasts and Podcasts are found on PPHM's website at www.panhandleplains.org/visit/podcasts.php

In April, PPHM unveiled the first in a new series of podcasts called ConnectionCasts. Unlike the prior recordings where a curator narrated an exhibit, ConnectionCasts feature a variety of people discussing how the exhibit connects to them personally.



In the first ConnectionCast participants Ryan Brantley, student worker, Dr. Harold Lenfestey, Assistant Professor of Art History at West Texas A&M University and Buster Ratliff, operations coordinator, discussed how the JA Ranch exhibit invoked a

personal connection to each of them.

Podcasts with curator commentary will continue as exhibits open, but the ConnectionCast offers another point of view. PPHM members are welcome to participate in a ConnectionCast recording session. If interested, call 806-651-2252 or email bratliff@pphm.wtamu.edu.

PPHM Podcasts Return for Second Year in Top 10 List

Museum Pods released the 2007 top 10 podcasting museums as determined by museumpods.com visitors, graduate students and other organizations. Podcasts were judged as a body of work instead of individually. PPHM was one of only three museums that remained in the Top 10 for a second year.

"To appear for a second year in the world-wide top 10 podcast list is exhilarating. We are in really good company," Operations Manager and podcast facilitator Buster Ratliff said.

Top 10 Podcasting Museums

1. Bronx Museum – *museRadio*
2. CityZeum – *Audio Tours of Paris, France*
3. Walker Art Center – *Art on Call 24/7*
4. BYU Museum of Art – *MOAcast*
5. Tie between Kansas Museum of History Podcast and Discover Nikkei Japanese American National Museum Podcast
6. New York State Historical Society – *Slavery in New York*
7. *Panhandle-Plains Historical Museum Podcast*
8. Shiloh Museum of Ozark History Podcast
9. Mystic Seaport Podcast – *Mystic Seaport*
10. Tacoma Art Museum



Go West, Young Man!

At the turn of the 20th century, the Atchison, Topeka & Santa Fe Railway (ATSF) began an innovative art program intended to establish a distinctive corporate identity and to promote tourism to the Southwest in a grand advertising campaign.

Selections from the famed corporate art collection arrive at the Panhandle-Plains Historical Museum's Foran Gallery on June 23 in *Training the World to Travel West: Paintings of the Southwest from the Burlington Northern Santa Fe Railway Collection*.

The ATSF, now Burlington Northern & Santa Fe Railway (BNSF), recognized the unique appeal of the desert Southwest and hired artists to paint images of picturesque scenes along its routes. Reproductions of the paintings in books and travel brochures, calendars,

posters, menus, and postcards promoted the railway's Southwestern routes.

With the expansion of the railroads, the West became an increasingly appealing destination for travelers who were intrigued by paintings of a landscape and culture both exotic and quintessentially American.

Between 1903 and 1933, the ATSF acquired over 600 paintings either by trade or direct purchase. By purchasing paintings outright, the Railway could prevent any problems with reproduction rights and have the greatest degree of flexibility in its advertising.

While the Railway paid cash for many paintings, it frequently took artwork in exchange for train tickets, meals, and accommodations.

The artists represented in the collection include some of the most significant painters of the day who were working in the Southwest, as well as a broad selection of others who were based in the Midwest, California, Texas, and the East Coast.

SPEND SOME FREE TIME WITH PPHM

CORNELIA ADAIR AT HOME

Thursday, May 17 6:30 pm
Hazlewood Lecture Hall

Sean O Gaoithin, horticulturist at Glenveagh Castle Gardens in County Donegal, Ireland, joins History Curator Dr. Bill Green to discuss Cornelia Adair's contributions to both Glenveagh and the Texas Panhandle. O Gaoithin will present photography of Donegal with his lecture telling of Adair's lasting legacy in the area's cultural history. Admission is FREE. RSVP to (806)651-2258 or ecunningham@pphm.wtamu.edu.



OLD-FASHIONED FAMILY PICNIC

Saturday, May 19 Noon to 3 pm
North Museum Lawn

For fun under the shade, bring your family and a picnic lunch to a picnic on the museum grounds. Families can spread blankets out on the lawn where the museum will have lemonade and ice cream for everyone. Games like the sack race, three-legged race, croquet, and horseshoes will be available for those who enjoy friendly competition. The event is FREE. Please RSVP by May 17th to 806-651-2258 or email ecunningham@pphm.wtamu.edu.

SATURDAY IN THE PARK

Saturday, June 23 9:30 am – 1:00 pm
Palo Duro State Park

Join fellow museum families and friends for a fun, relaxed day. Nature walks, geology lessons, and other activities will be followed by a barbeque lunch under the museum tent in a reserved space in the canyon.

And it's FREE for all museum members (excluding park admission). Bring as many guests as you like for just \$10 per person. Please RSVP by June 20 by calling (806)651-2258 or email ecunningham@pphm.wtamu.edu.





PALO DURO WESTERN FILM FESTIVAL

August 3-5, 2007
PPHM and Varsity Theater

In addition to a weekend of classic western films screened at the Varsity Theater in Canyon, two can't-miss lectures have been scheduled at the museum.



CAMP TATANKA

Wednesdays, Jun – Aug, 1:30 to 4:30

After its success last year, PPHM is again participating with West Texas A&M University's Camp Tatanka, a summer program for kids. The campers visit the museum to learn more about history and science by building exhibits, making crafts, playing games, and enjoying other fun activities. For more information, call WTAMU's Recreational Sports Department at 806-651-2400.

A Conversation With...Max Evans
Friday, August 3, 6:30 – 7:30 pm
Hazlewood Lecture Hall

Max Evans, western writer, screenwriter, and artist will join Dr. Don Graham, professor at the University of Texas and film historian for a lively conversation about Mr. Evans' career as it took him literally from "Hi-Lo to Hollywood" and into a 25-year professional friendship with director Sam Peckinpah. This program promises to be a lively exchange and will be followed by the screening of one of Max Evans' films and is FREE to museum members. Reservations required.

GOODNIGHT STAMPEDE

July 19 – 20 10:00 am to 2:30 pm

Half-way through summer vacation the children may be getting restless. PPHM provides a remedy with the Goodnight Stampede. Thursday is for the younger buckaroos, ages 5 – 8 years old and Friday is dedicated to the older buckaroos, 9 – 12 years old. Kids will enjoy games, crafts, and activities. Parents should bring a sack lunch for their children; drinks will be provided. Groups of children are welcome, but one adult chaperone is required per 10 children. For more information and registration, call Elaina Cunningham, 806-651-2258 or email ecunningham@pphm.wtamu.edu. Registration is required by July 10th. Museum admission is FREE for participants.



Lone Star Cinema:
A History of Texas in the Movies
Saturday, August 4

Dr. Don Graham returns to examine the evolution of Texas in film for almost 100 years. Traces of Texas content appeared as early as 1898 in Thomas Edison-produced segments of films depicting typical ranching activities. By the turn of the new century, classics such as *The Great Train Robbery* (1903) and *A Corner in Wheat* (1909) were produced. Since then, over six hundred films containing Texas content, over half of them Westerns, have been produced. This program is FREE to members. Reservations required.



Porter Selected as Communications Coordinator



Andrea Porter has been promoted to Communications Coordinator at the Panhandle-Plains Historical Museum, filling the vacancy left by Linda Moreland who retired in March.

Porter began working for the museum in April 2006 as assistant marketing director. She is a member of the Amarillo

Advertising Federation, Amarillo Convention and Visitor's Council Communications Committee, Canyon Women in Business, and is currently serving as Education Vice President for the Canyon Communicators.

Cunningham Joins Staff as Education Assistant

Elaina Cunningham joined PPHM in February as programs assistant, coming from AIG where she was a member of the Transfers 1 team. Elaina also spent five years as the Obituary clerk at the Amarillo Globe-News. In her spare time, Elaina enjoys spending time with her husband, Greg, her son, James and two dogs, Scoop and Rusty. Reading and scrap-booking are also favorite pastimes.



"Elaina's enthusiasm and project management skills have already proven to be invaluable to Millie Vanover and myself in the Education and Programs Departments," Programs Coordinator Amy David said.



Caldwell Garners Pioneer Spirit Award

Genevieve Caldwell was honored with the Pioneer Spirit Award at a celebratory dinner on April 11 at the Globe-News Center for the Performing Arts.

In keeping with the spirit of the early founders of the Panhandle-Plains Historical Society, the Pioneer Spirit Award recognizes individuals who exemplify the pioneer character. Recipients are those who have not only worked to preserve the past for future generations, but have worked to assure a better present for their fellow citizens of the Panhandle. Past recipients are Betty Bivins Lovell, Harold Courson, and Robert and Nancy Josserand.

For twenty-five years Caldwell has supported educational programs at the Panhandle-Plains Historical Museum, in addition to funding special exhibits, annual campaigns, and membership drives.

Upgrade your membership in May

and receive a Frank Reaugh *Approaching Herd* poster. The original is currently on display at the White House. Call Amy David today at 806-651-2233.



NEWMEMBERS

SUPPORTER

Mays Foundation Amarillo TX
Ms. Marilyn Campbell Wichita Falls TX

CONTRIBUTOR

Ms. Savannah Sheehan Savery WY
Mr. and Mrs. Dennis Bohrer Amarillo TX
Mr. Daniel Stockman Hereford TX

FAMILY

The Larry Heard Family Amarillo TX
The Killion Family Clovis NM
Ms. Leslie David Amarillo TX
Ms. Kelly Friemel Canyon TX
Mr. and Mrs. Jim Kjar Pierre SD
Mr. and Mrs. Dustin Frazier Amarillo TX
Mr. Jeff Matsler Panhandle TX
Mr. Donnie Smith Canyon TX
Mr. Brent Howard Amarillo TX
Dr. and Mrs. Gary Garner Amarillo TX

FRIEND

Deaf Smith County Museum Hereford TX
Ms. Juliana Lightle Canyon TX
Ms. Janice Cranmer Canyon TX
Ms. Christina Kagg Amarillo TX
Mr. Rick Pinner Aquilla TX
Mr. R.I. McSpadden Amarillo TX
Mr. Glen Pratt Amarillo TX
Mr. Eric Lane Saint Petersburg FL
Mr. E. Matsler Lubbock TX

MEMORIALS AND HONORARIUMS

Ms. Betty C. Gibson
in memory of Ms. Mary Lou Shippee

Mr. and Mrs. Robert D. Josserand
in memory of Mr. L.R. Chapman

PROGRAMSEVENTS

EXHIBITS

PATTERNS OF PROGRESS: BIRD'S EYE VIEWS OF TEXAS

Foran Gallery—Continuing through June 10, 2007

PREHISTORIC URBAN CENTERS IN THE PANHANDLE

Alexander Gallery—Continuing through July 8, 2007

JA: THE PALODURO RANCH

Harrington Changing Gallery—Continuing through August 19, 2007

BUILDING A CITY: THE BIVINS FAMILY AND THE DEVELOPMENT OF AMARILLO

Textile Gallery—Continuing through September 9, 2007

OFF TO WORK WE GO

Furniture Gallery—Continuing through October 7, 2007

MASTERPIECES OF AMERICAN INDIAN ART

Mary E. Bivins Gallery—September 2008

FRIENDS OF SOUTHWESTERN ART (FOSA) ANNUAL LUNCHEON

Hazlewood Lecture Hall—May 5, 2007 11:30-1:00 pm

CORNELIA ADAIR AT HOME

Hazlewood Lecture Hall—May 17, 2007 6:30-8:00 pm

OLD-FASHIONED FAMILY PICNIC

PPHM North Lawn—May 19, 2007 Noon-3:00

CAMP TATANKA

Summer Camp for kids—June, July, August Wednesdays 1:30-4:30 pm

SATURDAY IN THE PARK

Palo Duro Canyon June 23, 2007

TRAINING THE WORLD TO TRAVEL WEST: PAINTINGS OF THE SOUTHWEST FROM THE BURLINGTON NORTHERN SANTA FE RAILWAY COLLECTION

Foran Gallery—June 23 through September 16, 2007

GOODNIGHT STAMPEDE

Throughout the museum—July 19-20, 2007 10:00 am - 2:30 pm

HISTORY OF BROADCASTING

Alexander Gallery—July 21 through December 21, 2007

PALO DURO WESTERN FILM FESTIVAL

Varsity Theater and Hazlewood Lecture Hall

August 3-5, 2007

SENSE OF SELF

Harrington Changing Gallery—September 15, 2007 through April 13, 2008

URBAN TEXAS: CHANGING IMAGES OF AN EVOLVING STATE

Foran Gallery—September 29, 2007 to February 17, 2008

PPHM

PANHANDLE-PLAINS HISTORICAL MUSEUM

2503 Fourth Avenue

WTAMU Box 60967

Canyon, Texas 79016

www.panhandleplains.org

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PPHM MEMBERSHIP FORM

Please complete this form and return with payment to Panhandle-Plains Historical Museum, WTAMU Box 60967, Canyon, Texas 79016.

Membership Levels:

- | | | |
|--------------------------------------|--|---|
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| <input type="checkbox"/> Family \$75 | <input type="checkbox"/> Supporter \$250 | <input type="checkbox"/> Goodnight Circle \$1,000 |

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Museum Hours

September – May
9 am - 5 pm Monday – Saturday
1 pm - 6 pm Sunday

June – August
9 am - 6 pm Monday – Saturday
1 pm - 6 pm Sunday

Closed New Year's Day, Thanksgiving Day, Christmas Eve, Christmas Day

Admission

Adults	\$7
Seniors 65+	\$6
Children 4-12	\$3
Groups of 20+	\$6
Members	Free

PPHMNews is published by the Panhandle-Plains Historical Museum (PPHM), WTAMU Box 60967, Canyon, Texas 79016.
Andrea Porter - Editor

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PPHM is located on the campus of West Texas A&M University.
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