Opening on April 27, 2013 will be our latest exhibit entitled “City of Canandaigua: One Hundred Years in the “Chosen Spot”, 1913-2013” to celebrate our city’s centennial. Over the past one hundred years, the city of Canandaigua has faced many challenges and opportunities brought on by social, economic and political changes. Government restructuring, immigration, women’s suffrage, prohibition, world wars, economic busts and booms, urban renewal and historic preservation all impacted the community. This exhibit will explore the many changes to life in this small city reflecting on why Canandaigua remains the “Chosen Spot” to live.

What will you find in this exhibit? Everything from the pen used in 1913 by New York Governor William Sulzer to sign the bill making Canandaigua a city to images of the Million Dollar Main Street of 1950 to how the historic preservation movement helped to make what Canandaigua is today. The exhibit is broken into several sections. The first part focuses on Canandaigua’s change from a village to a city, the local activities concerning the suffrage movement, prohibition and World War I. The second section examines how Canandaiguans dealt with the Great Depression and World War II. The middle section looks at the tremendous expansion that went on in the 50s, 60s, and 70s from construction of new homes, to the opening of CCFL, to the many changes downtown and at the lakefront. The last two sections reflect on the efforts to preserve the architectural uniqueness of the downtown and North Main Street, as well as growing businesses and tourism. Finally we ask where do we go from here – how do we keep Canandaigua as the “Chosen Spot”?

Please join us as part of Canandaigua’s Centennial Celebration and learn more about what has happened here in your city over the past one hundred years. The museum will hold an Open House for the exhibit on Saturday, April 27, 2013 from 1 to 4 p.m.
Come visit our new exhibit on the early history of Western New York. It is family-friendly and there are activity stations that offer learning opportunities.

The story our new exhibit tells begins in 1650 after Europeans had staked out their claims here in North America and created a ravenous competition to control the flow of the continent’s greatest commodity at the time, the beaver pelt. The exhibit explains how, thanks to the latest fashion trends in Europe as well as the Little Ice Age, European fur traders found steady markets for beaver pelts in not only Europe, but also in regions having typically warmer climates including the Middle East and Northern Africa. Within segment one you will learn how Native Americans were at the center of the North American fur trade for many reasons. Not only could Europeans come under attack for trapping or hunting on Indian lands without aboriginal consent, but hunting, trapping, processing, and transporting furs east was time consuming and burdensome work. With the aid of Indian allies who worked or traded for relatively cheap manufactured goods from Europe, fur traders in North America saw profits so great that beaver pelts became a cause for war. These late seventeenth-century Iroquois raids commonly referred to as the “Beaver Wars,” had actually provided the Iroquois with far more important opportunities to expand their empire.
Segment two of the exhibit reveals that the Iroquois were among the biggest winners during the initial decades of the fur trade. The Dutch and English traders at Albany were happy to trade muskets for pelts. Ironically, the French allied Indians who became the targets of Iroquois aggression were, at first, prevented from receiving European weapons because Jesuit priests threatened the denial of the Sacraments to any French trader suspected of arming the Indians. Iroquois’ superiority of arms and their central location at the head of countless waterways including the Great Lakes, ultimately aided the confederation’s expansion as far north as Lake Huron and Superior, as far west as present-day Illinois, and as far south as the Carolinas. The exhibit further explains that despite these gains the Iroquois’ claim to empire would not last beyond the seventeenth century.

Segment three of the exhibit explains how the French and Indian War and the American Revolution effectively ended a golden age of peace and prosperity among the Iroquois Six Nations. It also focuses on how the European’s conflicts fought here in North America had a devastating effect on Iroquois unity. Individual trading and spiritual relationships with the French (to the west) and British (to the east) converted into military alliances that ultimately drew the member tribes apart. Further, European diseases, wars, and religion in the form of diverse Christian denominations, tore at the fabric of the Iroquois Six Nations. This fragmentation further weakened the Iroquois as the American government became eager to settle their lands following the Revolution. In the last segment of the exhibit you will learn that the Iroquois Six Nations found themselves with little choice but to negotiate away large portions of their lands in exchange for the guaranteed preservation of their cultural ways, their sovereignty, and a part of their original homeland.

There is, however, more to the story. Using pictures, video, text, facts and learning centers, segment four explains individual and group motivations behind the events that transpired during this important period in Western New York’s history as well as that of our Nation. It was a time that ultimately transformed what was once the wilderness homeland of the Seneca into the Euro-American towns, villages, and farms that we either recognize or live within today. Within each of the four eras that span our exhibit’s timeframe you will be introduced to the stories of three historical figures whose lives were either built around - or altered by - the wider events of empire and community building here in western New York.

As with any competition, there are winners and there are losers. The hills, lakes, streams, and shrinking number of forests that currently surround us have lay witness to a historical transformation of Western New York’s landscape. Nonetheless, there is a lesson to be learned from this story. Winning and losing is not always a zero sum game. Each of the many peoples and cultures that have called this place “home” have left an indelible mark on the character of western New Yorkers and their communities.

Come, visit the new exhibit. Consider just how much of an impression desires and choices made in how we envision our own communities as well as how we use the land that surrounds those communities. Future editions of *The Chronicles* will highlight and expand upon key individuals, artifacts, and stories from the exhibit, so be sure to come in and see the exhibit before the next issue.
From the Director’s Desk
by Ed Varno

Where’s Ed?
In my opinion, our team of staff, museum volunteers and board members that work day-to-day to bring history to the public is second to none. Their dedication to meeting deadlines, responding to research requests and making sure the museum opens each day and operates as a finely tuned piece of machinery was recently demonstrated when I fell ill earlier this year.

I rarely get sick. In the 18 or so years I have served as the Director of the Society, I had only needed to use a few “sick days”. Annual flu shots and physicals are part of my health regimen. With an active lifestyle, I took my health for granted. Like many in this region who received their annual flu shot, I contracted an odd strain of a virus over the Christmas holidays. I was told the illness created a rare abscess in my lung. There were complications from a procedure and I eventually found myself under the care of medical community and in and out of the hospital during January and February. At first, I tried to keep up with my director duties, but was unable as matters worsened. It appeared I would be out at least until the first week in March.

When it became clear that I would not be able to attend society functions or to properly manage museum affairs, the Executive Committee of the Board of Trustees worked with me to set a plan in motion to cover my absence. Board President, Tom Walter, and Treasurer, Sherry Sulkes, took on the primary responsibilities in the effort. Tom coordinated information with the Board of Trustees and Sherry coordinated staff activities. Both did an excellent job. Nothing fell through the cracks.

During her coordinating meetings at the museum, Sherry quickly realized that the staff was on top of matters. They knew what their duties, responsibilities and deadlines were for the society’s spring projects. Our Curator, Wilma Townsend, in addition to her day-to-day duties, was busy working on the new exhibit for the Canandaigua City’s Centennial scheduled to open in April.

Our Educator, Nancy Parsons, was coordinating schools, teachers and judges for our March 22, National History Day Competition. Sherry was able to fill in the void of my absence by organizing student entry registrations. In addition, Nancy Parsons working with Ray Shedrick, our Distance Learning Developer, continued to refine our plan to redefine the museum’s education programs. The project is scheduled to be completed this spring. Meetings with museum educators in Buffalo and Rochester might have to wait until the director’s return.

Our Receptionist, Maureen Baker, kept our Facebook page active; Accountant, Ernie Maiorani, with Sherry Sulkes, made sure there was operating cash; and Bruce Stewart kept the computer systems running. All were unsung heroes in this effort and should not go unrecognized.

Finally, our team of volunteers kept about their work making sure research requests were answered, library affairs kept in order and collection management tasks flowing: of course, since you are reading this edition of The Chronicles, you can see that our newsletter was out on time, too. Our volunteers are a great group of people to whom we owe much gratitude.

I want to thank all those who dedicated themselves to this effort and made things happen while I was under the weather. Also, a special thank you to all who took the time to send get well cards. They eventually caught up with me. I can tell that this whole episode was good for the entire museum team. This is why I can boast that they are second to none. Thank you for all you do.
March 2013

From the Curator’s Loft
by Wilma Townsend

In doing research for the new exhibit, I stumbled upon some interesting facts about the suffrage movement and Canandaigua. Living where Susan B. Anthony had been tried in court for illegally voting, Canandaigua’s citizens took part in groups and activities promoting and/or debating suffrage. On May 14, 1915, the Annual Convention of the Ontario County Woman Suffrage League was held here in the then brand-new Ontario County Historical Museum and hosted a very well-known suffragist, Carrie Chapman Catt. The meeting probably was held on the third floor which at that time was used as a dance and reception hall.

“There were 1100 delegates at the meeting. Many were brought by train and all were hosted by Ionia and Canandaigua citizens. Luncheon was served at noon to about one hundred in the Old Fashioned Kitchen in the basement of the building, with Mrs. Carrie Chapman Catt, of New York City, world leader of the suffrage movement...” (Ontario County Times, May 19, 1915)

As a close colleague of Susan B. Anthony and as her successor in the fight for woman’s suffrage, Carrie Chapman Catt was nationally and internationally known for her abilities to energize campaigns, mobilize volunteers (one million), and make hundreds of speeches. While speaking here in Canandaigua, she tactfully mingled admonition with her compliments and thus spurred the delegates to new and more energetic effort . . . and served to arouse and inspire them with ambition to make their summer’s work tell for the cause.”

Following the day-long event at the museum, a large mass meeting was held at the YMCA (bad weather forced the meeting inside instead of on the Court House steps) where after being introduced by Hon. Walter H. Knapp of Canandaigua, Mrs. Catt continued her argument that “women are people and citizens, and taxpayers, and as such entitled to a voice in the government.” Over $200 was raised for the cause.

Carrie Chapman Catt

“In the adjustment of the new order of things, we women demand an equal voice; we shall accept nothing less.”

Carrie Chapman Catt, President of the National Woman Suffrage Association, 1900-1904, 1915-1920

Two years later, New York State gave women the right to vote. On August 26, 1920, the Nineteenth Amendment to the United States Constitution was ratified giving American women full voting rights.

Maureen’s Book Shoppe Corner
by Maureen O’Connell Baker

Our current exhibit, Backyards of 1858 Canandaigua will be closing at the end of March. These rare images of pre-Civil War Canandaigua depict the elegant homes along North Main Street and surrounding neighborhoods. Many had deep lots for flower and vegetable gardens, orchards, animals, barns and carriage houses.

The photographer Augustus Coleman took these photos from the cupola of his home at 60 Gibson Street in the late fall of 1858. The glass plate negatives of these photos remained stored in the attic of the house long after his death and were discovered by the current owner. We are very fortunate to preserve and display these very early and rare images of Canandaigua.

This exhibit can live on forever in your home. A 50-page coffee table book by the same name showcases the entire exhibit, complete with genealogies of families who lived in these homes. A great gift for anyone whose current house may be a part of this exhibit, or just a great look into the past of your neighborhood from over 150 years ago. This book is on sale for $29.95. Quantities are limited.
Announcements

♦ During the holiday season, December 15th to be exact, we cut the ribbon that opened our new long-term exhibit, “Desires, Opportunities, Change: The Shaping of Western New York”. The gathering was a cause de célèbre and we are pleased that it was a well-attended event.

♦ Each year the society thanks our benefactors for their support with a reception. This year, on January 26th, we made it a bit more interesting by including museum professionals and community leaders on the invitation list. It was a nice mix of Historical Society supporters who shared their interest in history. A special thank you to the museum staff, Wilma Townsend, Nancy Parsons and Ray Shedrick for their special presentation on our new exhibit. Beverages were served by Board Member, J.R. Miller, and made possible by the generosity of Constellation Brands.

♦ We anxiously await the arrival of March 22, the date of our National History Day Regional Competition. This will be the 13th year the Historical Society has sponsored this event that attracts over 100 middle and high school students from the region who compete for prizes and the opportunity to advance to the New York State competition in Cooperstown and possibly the national completion in Washington D.C. We thank the great group of volunteers who help with the event. Also, we appreciate those who gave so generously for student prizes again this year. We will have pictures and information in the June issue of The Chronicles.

♦ We want to acknowledge and thank the businesses that helped prepare our south gallery for the new western New York exhibit. Canandaigua Sherwin Williams, for the paint; JSJ Decorating, that prepped and painted the gallery; B&E Electric, that installed the new lighting track; Calicino Electric, for the great pricing on the LED lamps; Canandaigua Carpets, for cleaning the rugs; and Furniture Village Moving Company, that relocated the old exhibit cases to our off-site storage facility. It was a great team effort.

♦ Mark your calendar for the second installment in our Canandaigua City Centennial Speakers Series that presents the history of Canandaigua. On April 18, in the Canandaigua Middle School Auditorium, County Historian, Preston Pierce, will talk on what it was like to live in Canandaigua in the 1800s. The one-hour talk will begin at 7 p.m. and will be followed by a question and answer session. Come and learn about the history of the City of Canandaigua and celebrate its 100th year as a city. The event is free and open to the public.

♦ On March 30, we must close our exhibit, “The 1858 Backyards of Canandaigua”. It was one of the most popular exhibits the museum presented in many years. You can still enjoy the pictures and information, though. The publication on the exhibit will continue to be available in the museum’s book shop. Call Maureen to order. We cannot forget to send along a big thank you to Roy and Barbie Johnson for permitting the museum to use their collection of wonderful glass plate images, taken by Augustus Coleman, for the displays.

♦ Our new “Centennial Exhibit on The City of Canandaigua in the 20th Century” will open in the North Gallery on April 27 with a reception from 1-4 p.m. The public is invited to attend. It will run for a year.
Mail Box

Dear Ed,

The Current Events Club wishes to thank you for your enthusiastic presentation.

Well done! The Milliken scrapbook certainly added much to our understanding of the village to city transition in 1913. This was most inspiring. Again, thank you for speaking to our group...and inspiring us to look at “current events” as part of history!

Sincerely,

Julie Geissler
Secretary/Treasurer

Dear Ray Shedrick,

My husband and I attended your city centennial lecture last night at the Middle School and are very impressed by your depth of research and attention to detail! You have a nice presentation style and we enjoyed your humor! Ed is correct when he said you are an up and coming star in the history business!

Regards,

Nancy Hayden
OCHS Trustee

Dear Edward Varno,

On behalf of the National Endowment for the Arts, Blue Star Families and the 475,000 members of military families who visited a Blue Star Museum this summer, I am writing to thank you for your participation. This was Blue Star Museums’ most successful summer to date. I am so very proud and grateful for your involvement.

With many thanks and best wishes,

Sincerely,

Rocco Landesman
Chairman

From the Desk of the Treasurer

by Sherry Rodin Sulkes

On behalf of the Board of Trustees, I want to sincerely thank everyone who has donated to the Historical Society’s 2012-13 Annual Appeal.

The Annual Appeal runs year-long, and your generous support is very important to the Society.

With your help, we can continue our mission to bring history, educational programs and exhibits to all generations.
Your Historical Society

Exhibit Opening and Holiday Reception

Tom Walter, Pat Smith, John Paul and Don Raw enjoy exhibit

Exhibit Opening and Holiday Reception

Annual Meeting

Volunteer Appreciation Night
Learning Horizons
by Nancy Parsons, Learning Coordinator

Education Program Planning Continues

On the road with Ed, Ray and Nancy… In the past couple months we have visited the Farmer’s Museum in Cooperstown, the Seneca Park Zoo and the Buffalo and Erie County Historical Society to discuss educational programming. As part of our research for our program “revisioning”, all aspects of education at the Historical Society are being evaluated.

To benchmark, we have met with education staff at these three institutions to ask questions and gather advice. We have learned much about audience development and the need to focus on a few specific groups of people as our primary audiences. The message we have consistently heard is “you can’t be all things to all people”. Resources are limited; choices must be made.

The importance of “branding” the museum for a targeted marketing effort has also been stressed. All the institutions we visited used some form of branding to promote their programs and differentiate themselves from other cultural institutions. Successful educational programs also engage in strategic collaborative efforts with other institutions which serve to enhance and magnify the efforts of all involved in a particular project or event. Our field trip discussions will come to fruition as we forge a new, more focused direction for museum education and finalize our new education plan.

The education re-visioning project is being funded by the New York State Council on the Arts, a state agency, through Museumwise. Our consultants are Anne Ackerson, of the Museum Association of New York and Garet Livermore, the VP for Education for the New York State Historical Association in Cooperstown. The draft project is scheduled to be presented to our Board of Trustees in April.

History Day Update

By the time this edition of The Chronicles is mailed, the Finger Lakes History Day Competition will have wrapped up with winners from our area advancing to the New York State Competition in Cooperstown in late April. Over 100 competitors from the Finger Lakes Region will attend our event. Their entries will fall into one of five categories: papers, exhibits, websites, documentaries and performances. Our History Day judges and other volunteers number 28 committed individuals. Their dedication to this event each year help make the competition more meaningful to the students who work so hard to prepare their entries which are based on primary source materials. It is an important skill-building experience for students. Teachers tell us that the student’s projects help develop critical thinking skills.

Thank you to all who participate in and all who volunteer for History Day!
The OCHS Organization

Staff
Edward Varno  Executive Director
Wilma Townsend  Curator
Nancy Parsons  Learning Coordinator
Ernie Maiorani  Accountant
Maureen Baker  Receptionist
Ray Shedrick  Distance Learning Developer
Deb Waite  Webmaster
Bruce Stewart  I.T. Administrator*
Betty McMahon  Research Coordinator*
Gene Rogers  Building Support*
Linda Alexander  Librarian*
Darlyss Boates  The Chronicles Editor*

*Volunteer

We wish to extend a special thanks to all of the volunteers who donate so many countless hours in support of the Historical Society.

Address correspondence to:
Ontario County Historical Society
55 North Main Street
Canandaigua, New York 14424

We are open Tuesday through Friday 10:00 a.m. - 4:30 p.m., Wednesdays until 9:00 p.m.; Saturday 11:00 a.m. - 3:00 p.m. Closed on major holidays.

Trustees
Tom Walter  President
Sue Stehling  Vice President
Jeffrey M. Johnstone  Secretary
Sherry Sulkes  Treasurer
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Marcia Farrell
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Dave Whitcomb
John Zappia

Phone: 585-394-4975
Fax: 585-394-9351
Webpage: www.ochs.org
Email: museum@ochs.org

Please “Like” us on Facebook! Just go to www.facebook.com and search for the Ontario County Historical Society.

Business Members

We wish to thank the business members listed below for their continued support. Please consider them when purchasing goods and services. In addition to these business members, we also appreciate the small donations we receive from dozens of local businesses in Ontario County each year.

1840 Inn on the Main
Aberle Eye Care
American Legion Post #256
B & E Electric
Badge Machine Products, Inc.
Canandaigua Carpets Inc.
Canandaigua Federal Credit Union
Canandaigua Garden Club
Canandaigua Inn on the Lake
J.D. Chapman Agency Inc.
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Northside Apartments
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Randall Buick GMC Cadillac Chevrolet
Reliant Community Credit Union
Renaissance - The Goodie II Shoppe
James Rose Outdoor Services
Shepard Brothers, Inc.
Sonnenberg Gardens and Mansion
St. Mary’s School
Star Cleaners
Turnbull Mfg. Co., Inc.
Velmex, Inc.
Wegmans Markets, Inc.
We Welcome These New Members

Ms. Jeanne H. Curtis
Mr. Gary Dixon
Ms. Victoria Harris
Ms. Kerry Lippincott
Mr. Thomas A. Redman

Membership has its rewards!

Membership Benefits in the Ontario County Historical Society

Receive Regular Museum Mailings — Keep Up-to Date on all Society Activities
Reduced Admission to Society Events and Fund Raisers, including Tour of Homes
(admission to the museum is always free)
Free assistance in the Museum’s Rare Documents/Genealogy Library
Membership in Time Travelers, a National Museum Benefit Program
10% savings on Museum Books Shop purchases
Subscription to our quarterly newsletter, CHRONICLES

Ontario County Historical Society

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Exactly as it will appear on the Membership Card

Address

Optional Alternate Winter Address from __/__/____ to __/__/____

ZIP__________

ZIP__________

General Membership Support:

Sr. Citizen $30; Individual $35; Family $50; Friend $75

Centennial Club Level

Centennial $100; Benefactor $150; Heritage Circle $250; Director $500+

Please accept my additional gift of $ ______

I am interested in making an endowment gift; please contact me.

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Return to:

OCHS; 55 No. Main St.
Canandaigua, NY 14424
CALENDAR OF EVENTS

March 22 – Finger Lakes Regional National History Day Competition at the museum; 9 a.m. – 2 p.m.

March 29 – Good Friday – the museum will be closed so that our staff can be with their families – the museum will be open regular hours on Saturday March 30

April 3 – Ontario County Genealogy Club meets at 7 p.m. at the museum

April 10 – DAR meets at 6:30 p.m. in the Education Room of the museum

April 10 – The Canandaigua Scientific Association will meet at the museum for their regular monthly meeting

April 18 – Canandaigua City Centennial Speaker Series – Ontario County Historian, Preston Pierce, will speak on “The Village Years” at the Canandaigua Middle School at 7 p.m., Q&A to follow

April 27 – Exhibit Opening “City of Canandaigua: One Hundred Years in the Chosen Spot, 1913-2013” – 1 – 4 p.m. – light refreshments – open to the public

April 29 – New York State History Day Competition in Cooperstown

May 1 – Genealogy Society meets at the museum

May 1 – Museum resumes summer hours and is open on Wednesday evenings until 9 p.m.