

# THE SHIP'S LAMP

A Michigan Maritime Museum Publication

*Charting our Course*

MMM completes  
5-year strategic  
plan with help from  
the DeVos Institute



MICHIGAN MARITIME  
MUSEUM

Volume 41

*This issue is dedicated to Dana Getman who inspired us to chart our own course.*

# A Note From the Director



**H**appy Holidays friends & family!

On September 30, 2023 we officially completed our first full year in our new Maritime Heritage Center and expanded waterfront campus! This date not only ends our fiscal year but is a day that we celebrate the successes of the past year and look optimistically into the beginning of the next. What a year it has been!

It has been an amazing 12 months for the Museum and in this issue, we are proud to share the results of a year that offered promise and new opportunities as well as a wealth of knowledge in several capacities. One of the most significant was to develop a five-year strategic plan with the assistance of the DeVos Institute generously gifted by the Dick & Betsy DeVos Foundation. This involved a dedicated group from our museum family that spent endless hours and dived into, what sometimes seemed difficult, discussions of our strengths and our weaknesses. The result was so worth the time and energy.

We begin this new fiscal year on a set course with a more defined mission and vision that will inspire and direct our future programming and growth strategies. Many thanks to all who contributed to doing this important work!

One of the most rewarding outcomes we are seeing from our investment was to watch our business plan come to life. Across the board you will see the evidence of growth. Membership, admissions, education, boat rides, Ship Store sales, and events all substantially moving upward. What

a pleasure to see visitors become members and to see businesses choose to host corporate and community events on our beautiful campus which in turn not only helps our bottom line but is building new relationships. We have made numerous new friends in a very short period of time... just as we had hoped!

So, with all this good news you may wonder what's next? What can I do to help? As you ponder this question, I ask that you consider our Annual Appeal this year more than ever. Growth can be an intimidating thing. It needs to happen at the right pace and with the proper team to execute all the new opportunities. We are at that critical point where we need people to do the work that will feed this growth. New programming, new exhibits, more events, more members, more collaborative opportunities mean more staff. Our team of dedicated individuals continues to do tremendous work and the time has come to add to that team. This will no doubt prove to be a great return on our investment.

In closing, I would like to express the gratitude I feel when I walk into this building, and I think about ALL the people who have contributed to the journey of the Michigan Maritime Museum. As we are on the eve of our 50th anniversary there have been so many people that have brought us to where we are today. Some may no longer be with us; however, they have indeed left a legacy. And to the others, you know who you are, be proud. You have and are making a tremendous impact. I get to see it firsthand every single day and am forever grateful!

*Patti Montgomery Reinert*  
*Executive Director*

*Patti*

## BOARD OF DIRECTORS

Andrea Olson - *President*  
Joe Dykhuis - *Vice President*  
Mike Smith - *Secretary*  
Dan Thompson - *Treasurer*  
Tom Thompson - *Member at Large*  
Brian Bosgraaf  
Cathy Carmichael  
Steve Earls  
Larry Gignac  
Steve Holt  
Bob Hoppes  
Dave Knight  
Kylyn Mead  
Mark McClendon  
Marian O'Niel  
Tom Richardson

## STAFF

*Executive Director*  
Patti Montgomery-Reinert  
*Director of Education & Administration*  
Ashley Deming  
*Commander of the Fleet*  
Capt. Bob Harnish  
*Administration & Curatorial Specialist*  
Eric Harmsen  
*Events Coordinator*  
Jordan Freeburn



**MICHIGAN MARITIME**  
MUSEUM  
(269) 637-8078

INFO@MIMARITIME.ORG

WWW.MICHIGANMARITIMEMUSEUM.ORG

ANNUAL APPEAL, FISCAL YEAR 2024

50 YEARS OF

Growth



EDUCATION

## WHY GIVE?

Every year about this time we ask you for help to support our operations. These funds will go towards:

- Expanding and adding new, exciting programming for all ages.
- Completing a NEW commercial fishing exhibit in the Jensen Annex.
- Adding much needed staff to our administrative team to plan and execute our growing opportunities.

And so much more!

## GIVING MADE EASY

We have several options for you to choose from to make donating as easy as possible!

- **Online at:**  
[michiganmaritimemuseum.org/donate](https://michiganmaritimemuseum.org/donate)
- **Mail check to:**  
260 Dyckman Ave.  
South Haven, MI 49090  
Make checks payable to "Michigan Maritime Museum."
- **Over the phone:**  
(269) 637-8078 ext. 104
- **Or in person!**

Please consider how you can support the Museum. All gifts are appreciated no matter the size.

All donations are tax deductible!



NEW EXHIBITS



PROGRAMS

WATCH YOUR INVESTMENT

Work

Become A VIP Supporter  
*Fifty hundreds for fifty years!*

## OUR *Mission*

*The Michigan Maritime Museum celebrates, preserves, promotes, and stewards the vibrant heritage and culture of Michigan's Great Lakes and waterways, through education, exhibition, and immersive experience.*

## OUR *Vision*

*Inspire a multi-generational, educated, enthusiastic, and aware public invested in the long-term preservation of Michigan maritime heritage and culture.*

## GROWING OUR *Capacity*

*By Kylyn Mead, MMM Board and Capacity Building Committee Member*

My grampa's motto in life was "plan your work and work your plan." The sentiment has rung true for the Michigan Maritime Museum during the year-long strategic planning process to foster the work of the Capacity Building Committee with the help of the DeVos Institute of Arts Management.

The partnership with the DeVos Institute of Arts Management has been a collaborative process with national industry leading mentors, MMM board members, and MMM leadership. The goal of the Capacity Building project is to make a sustainable and yet challenging 5-year strategic plan to continue the successful track record of the MMM. The new building has allowed the Museum to offer even more to its members, the public and its community so all may enjoy the heritage the MMM encompasses.

As a new board member, I have had the honor of learning from the generation before me that has made the MMM what it is today, a place that welcomes members and the public to celebrate Great Lakes maritime history and heritage. It has been wonderful to watch the collaboration of the board and MMM leadership, which only continues to foster the strongest of working relationships.

With the collaboration of the MMM and the DeVos Institute



of Arts Management, we have been able to view other successful programs throughout the nation to learn from their successes and apply those sentiments to our Great Lakes gem. We have all worked very hard to update processes and foundational building blocks so the MMM will be available for generations to come. We have planned our work and will continue to work our plan for the preservation of Great Lakes maritime history now and for generations to come.



*"The Michigan Maritime Museum has proven it can achieve big things - and we hope this five year plan will accelerate its remarkable vision for the future of the Museum, South Haven, and the greater Michigan maritime region."*

**-Brett Egan**

Brett Egan is a consultant and manager providing planning and training services for arts, culture, heritage and educational organizations through the DeVos Institute of Arts Management. He specializes in strategic planning; succession planning; capital campaigns; fundraising campaigns; community-based practice; human resource development; board development; and institutional and programmatic marketing.



Our staff may be small, but we are mighty. Sometimes, when we look back over the year we wonder how we were able to accomplish all we did. The answer is really a simple one. The Museum invests in dedicated, qualified, hard-working, and ambitious people. People who believe in what we are building and creating. People who are not afraid to go that extra mile to get the job done. When you see things running smoothly, that is because our team has been working tirelessly behind the scenes to ensure that our visitors, students, donors, and passengers have the best experience we can give them. At a place like this, it isn't just investing in a job, it is investing in people. At the end of the day, isn't that what it's all about?

## INVESTING IN OUR *Staff*



### **Executive Director, Patti Montgomery Reinert**

Patti has provided leadership in all aspects of the impressive Museum growth for the past 15 years. Her efforts toward our capital campaign have led to over \$8 million in donations. Her direction of our Capacity Building process has positioned the Museum well for the future.



### **Director of Education & Administration, Ashley M. Deming**

Ashley has overseen K-12 and public educational programming for the last 9 years at the MMM. This and her role as an administrator has lead her to wear many hats for the MMM. An MA in maritime archaeology and nearly 20 years of public history experience, her passion for maritime heritage is evident in all she does.



### **Administration & Curatorial Specialist Eric Harmsen**

In addition to working in the administrative office processing memberships and donations, Eric manages the our exhibits and collections. He is aided by his background in archaeology and collections management. Eric began crewing aboard FGW in 2011 as a volunteer and was a Museum collections intern in 2015.



### **Commander of the Fleet, Capt. Bob Harnish**

Captain Bob oversees our On-Water Fleet, captains and crew, and year-round vessel maintenance. With over 4 decades of maritime experience, his focus on passenger safety, crew training, and vessel upkeep ensures our guests and volunteers enjoy a memorable visit and on water experience.



### **Event Coordinator, Jordan Freeburn**

Jordan oversees the organizing of both Museum and private events, as well as our social media. She joined our team in May of 2023 working with guests at our front desk as well as serving as on-site staff for various private functions. Jordan became our Event Coordinator this fall.



### **Year-Round Guest Service Staff**

While we have great seasonal staff, we have a few part-time folks who commit to working year-round. Our incredible staff include Scott Reinert for Facilities & Maintenance, Nicole DuShane and Trudie Dose as our Guest Service staff, and Trish Molloy (not pictured) filling the role of our new Ship Store Buyer.



### **Director of Membership & Marketing**

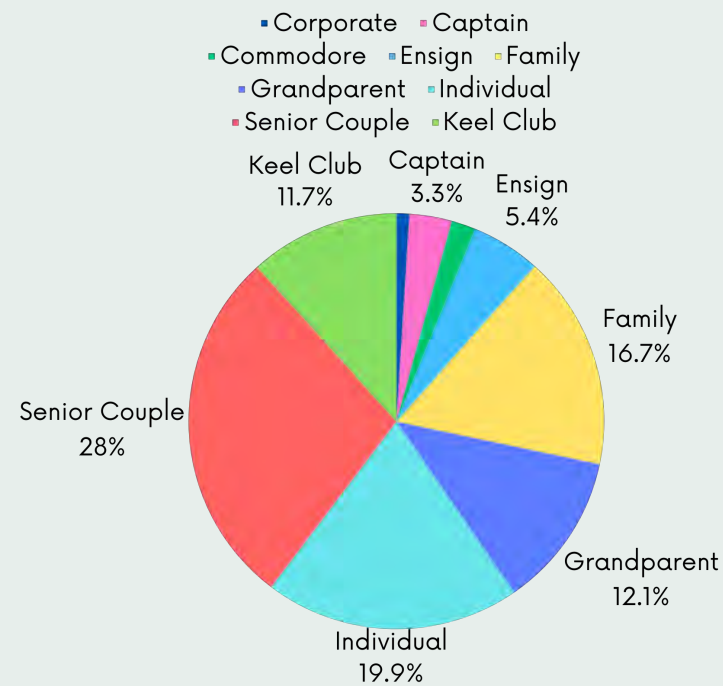
This person will be responsible for developing and implementing membership growth strategies, as well as maintaining current member relationships. In addition, they will manage marketing efforts and communications for MMM events, programs, and initiatives. Relationship development, sponsorship growth, and annual giving will also fall under the purview of this position.

### **Operations Administrator**

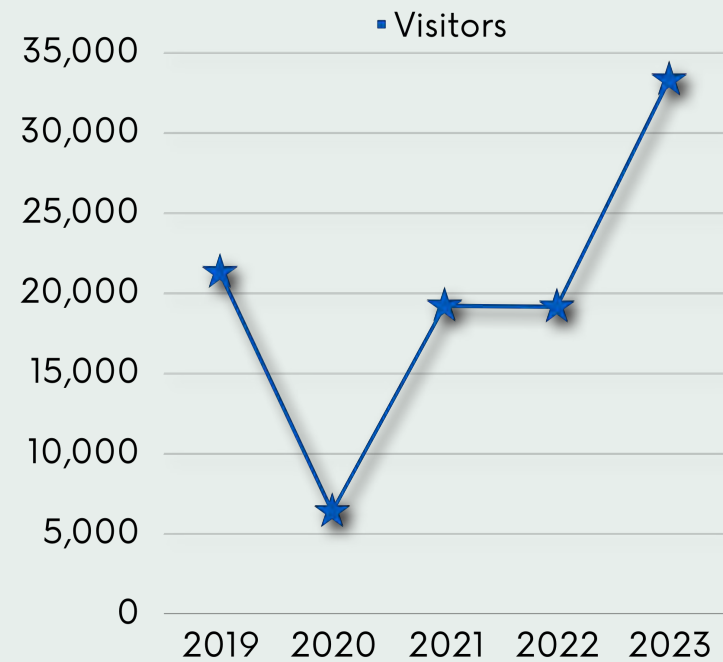
This person will be responsible for the coordination and administration of operational activities at the MMM. The position also supports other admin staff to ensure operations are running smoothly and efficiently. They serve as a central hub and support numerous growing areas of the Museum's mission and business plan.

# A Banner Year of Growth

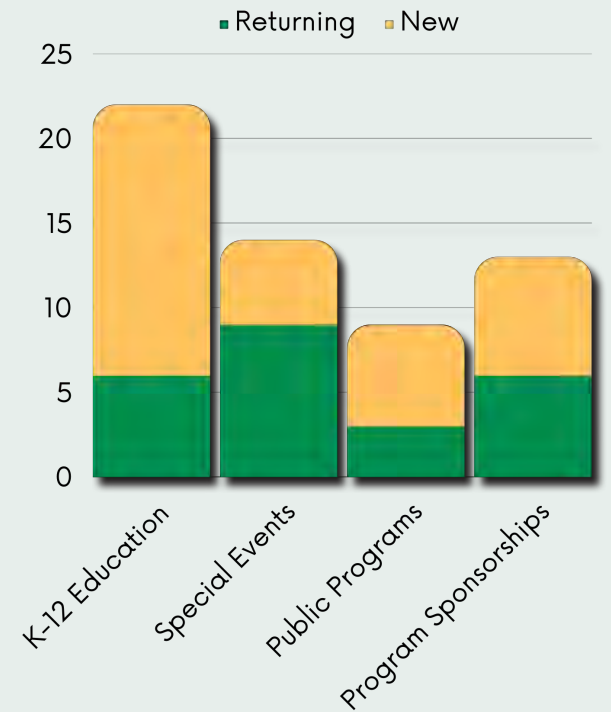
What a truly fantastic year it has been for the Michigan Maritime Museum. It was our first full year with the new Maritime Heritage Center and it exceeded our expectations. We saw growth in every area of the MMM from visitors and memberships to education programs and private events. We guess it is true what they say, "If you build it, they will come." We know we are continuing to build something special here for anyone who wants to come celebrate maritime heritage past, present, and future. We are humbled by all of the support Museum family, community, and the West Michigan region has shown us this past year. We want to continue to grow and to exceed YOUR expectations as we strive to be the best museum we can be.



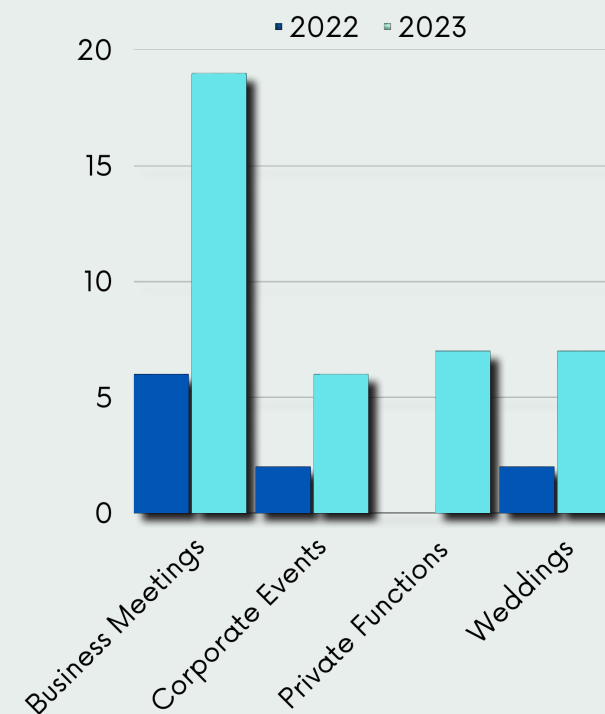
We were able to double our membership this year! This pie chart shows the percentage breakdowns of each membership level at the MMM. We are so grateful to all of those who joined our Museum Family in 2023. We saw a major growth in our highest tier of membership, the Keel Club and we are working toward even more growth in our Corporate memberships.



We had exceptional growth this year with the number of people who came through our doors and caught a glimpse of what we have to offer. Whether it was for an immersive experience or to celebrate a special occasion, we were up over 10,000 visitors from the best comparable year, 2019. This chart also illustrates how strongly we were able to bounce back following the pandemic in 2020. We're ready to keep climbing!

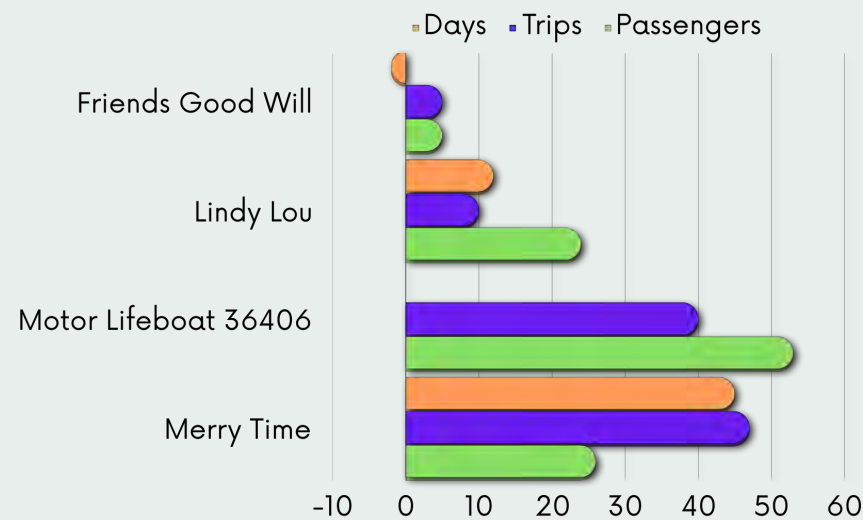


The below graph shows the incredible increase between 2022 and 2023 in privately hosted events. This is not a surprising figure as it certainly reflects what having a full year in the Maritime Heritage Center can do for us. Business meetings were the most popular, but we do expect weddings to increase in 2024 with bookings already on the calendar.



Attendance for our programs was at an all time high this year. We also introduced new programs and events to keep students, visitors, and members engaged and excited. The above graph show overall numbers of programs provided with the separation of returning programs/education groups/sponsorship opportunities to newly introduced offerings/groups. The K-12 category is especially interesting as it illustrates how many new educational organizations came the MMM this year.

This chart displays the percentage increases between the 2022 and 2023 seasons for our On-Water Fleet in number of days out, individual trips taken, and number of passengers aboard. We had incredible weather and interest in our fleet. FGW went out 2 less days than last year, but had an increase in both number of total sails and passengers. Being almost at capacity, there is not much room for substantial growth on FGW. However, we do see considerable increase in all areas for our small craft where we do have opportunities for growth. Overall, we took over 12K passengers aboard our On-Water Fleet in 2023!



The MMM is moving into the future with a new cloud-based software that will manage all of our earned and contributed revenue, as well as maintain our member, donor, and patron database. Altru, through Blackbaud Inc., will allow us to grow and analyze our data in ways we have never been able to do before. That means staff can do their jobs even more efficiently!

# THE CONTRIBUTION OF *Volunteers*

To say that our volunteers are an asset to the Museum is an understatement. Our staff may be mighty, but could never do it all. Volunteers are not only helpful for the success of the MMM, but necessary. We had an incredible year and as we grow, our need for volunteers grows. We have also been investing in our volunteers through trainings and opportunities. We know that all of our volunteers are here for the right reason, because they LOVE the Museum and what we do. The numbers don't lie. At over 5000 hours of contributed time in all areas, it is evident that they love the Museum a lot! We are so grateful to each and every one of these dedicated people. Thank you!

*Total Volunteers* = 130

*Total Hours* = 5708

## *Top Volunteer Contributions and Totals*

### 100+ HOURS

Eric Standen (505)	Dave Murphey (141)
Glenn Pensinger (373)	Mark Holbein (139)
Bob LaManna (263)	Dave Spooner (138)
Tom Jett (192)	Mark Siewert (128)
Tom Bennett (155)	Jim Stuck (100)
Barb Hogarth (148)	

### 100+ TRIPS

Eric Standen  
Bob LaManna

### 50+ TRIPS

Dan Hyde  
Patrick Pryor

### VESSEL MAINTENANCE

3022 HOURS

### ON-WATER

1738 HOURS

### SPECIAL EVENTS

422 HOURS

### BOARD & COMMITTEES

264 HOURS

### LIBRARY & COLLECTIONS

180 HOURS

### EDUCATION

68 HOURS

### SHIP STORE

15 HOURS

## *spotlight*



**BOB LAMANNA**

In only his second season, Bob has really shown his commitment to the MMM! He can be found here all year-long helping out with our On-Water Fleet and sailing every chance he can get. He really stepped up this year as an educator aboard FGW for our K-12 sails on nearly every sail this fall. Thank you, Bob for being an inspiration to all!



**MARIAN O'NIEL**

Marian joined the MMM Board in May and sits on both our Development and Capacity Building committees. She and her husband Greg hosted a Keel Club Party at their home and spends time recruiting new members whenever she can. Marian has also volunteered for several special events. New to the MMM, Marian has shown she's all in!



**GLENN PENSINGER**

With his passion for historical re-enactment and history, Glenn keeps it alive here at the MMM. Whether he is in the Padnos Boat Shed performing maintenance on the tall ship, leading work sessions or helping out at the Spooktacular, Glenn is always smiling and ready to lend a hand wherever and whenever needed.

# 15 YEARS OF *Dedication*



Oh, what a difference! It was 15 years ago that the former building of the Museum was remodeled a bit and we decided it was time to expand our gift shop area and get serious about growing our revenue by selling nautical items and souvenirs to our visitors. It was quite an investment at the time, but thanks to a very dedicated and passionate volunteer by the name of Maggie Woodruff, the Ship Store did so much more than that.

Maggie loves the Museum and, fortunately for us, also loves to shop! And shop she did for 15 years to bring unique and thoughtful nautical gifts, keepsakes, home décor, and apparel

to a space that welcomed visitors through our doors for these many years.

Maggie truly has a knack for not only picking out many fabulous items that have sold in the gift shop, she also created a feel, a warmth, and a welcoming environment that made people feel good about where they were. Many a Sunday was spent primping and working the floor to make our store special because it was important to her to do so.

Today, as we celebrate our new space and our new Ship Store, we also celebrate Maggie and the gift she has given us for all these years. Not only her time and passion, but also her wisdom and her devotion to doing something she believes in. She is one special lady! Thank you, Maggie, for giving our store personality and charm. Just like you!



## A FLOURISHING *Ship Store*

The Ship Store had the best year it has ever seen! Sales were up 178% from 2022. Not surprising as the Museum did not open until the end of July. Comparing it to the closest year of normal operations, 2019, we still saw a 73% increase in sales. Much of the store's success is attributed to the separation of the Welcome Desk & Ticketing operations, the increased floor and wall space for merchandise, and the capacity the MMM now has for visitors in the new Maritime Heritage Center.

The popularity of the Ship Store was also expanded with the addition of an area developed just for kids with all new items to enhance learning and engagement with STEAM (Science, Engineering, Arts, Technology, and Math) topics. We introduced locally made, handcrafted items such as a variety of stunning home good pieces made from Timeless Timber. Both areas were very popular with our patrons. The biggest challenge

we encountered in the store this season was keeping enough merchandise on the shelves!

For 2024, there will be a strong focus on inventory management to ensure popular patron souvenirs are always in stock. Additionally, we will offer more custom and logo items for the perfect souvenir. As stewards of the Great Lakes, we will also put emphasis on locally made, ecofriendly and sustainable products for our store.

We also increased our store team. Trish Molloy, who joined the MMM's seasonal Guest Service Staff in 2022, began

working and training with volunteer buyer Maggie Woodruff this year to learn more about our merchandise and patron buying patterns. Trish learned a lot from Maggie. This Fall, she took on the full responsibility of buying for the store following Maggie's retirement. With previous professional experience in marketing, purchasing and sales, the buying role Trish has taken on is a great fit for her.



# INVESTING IN THE *Future*



**CELEBRATING**

Phase II A of our Launching a Legacy capital campaign is underway and is expected to be completed yet this winter. Shore reinforcement is being added and pilings to support the new shoreline boardwalk are already being driven. We look forward to showcasing our beautiful new waterfront to you next year!

In 2024, the Michigan Maritime Museum will be celebrating our 50-year anniversary. We hope you will come celebrate with us throughout the year at numerous events and programs, through commemorative merchandise, and by just being on our ever evolving campus. We are proud of this milestone and look forward to sharing it with you!



**EXPANDING**



**CREATING**

Our new commercial fishing exhibit is scheduled to debut next year. This exhibit, sponsored in part by Ed and Jeannie Harris, will be housed in a portion of the historic Jensen Fishery buildings. Commercial fishing is an integral part of our Great Lakes past and we are excited to share the stories of the vessels and people who made a living by fishing the lakes.

We believe in the importance of the working waterfront. With over 3000 miles of coastline, Michigan relies heavily on the lakes and connecting waterways for commerce and tourism. These are billion dollar industries. A skilled workforce is needed for much of this water-dependent activity. The MMM is dedicated to collaborating with local and regional partners in education and industry to develop programs and opportunities for students to have hands-on experiences and training to keep our waterfront working!



**COLLABORATING**

2023-2024  
Lecture Series

# WORKING WATERFRONTS

6:30PM - 7:30PM

*The Series Continues!*

Jan. 17

## **Mackinaw Railway Ferries**

with Brian S. Jaeschke

Feb 21

## **Michigan Small Boat Building**

with Scott Peters

Mar. 20

## **Lumber Towns on the Great Lakes**

with Rob Burg

Apr. 17

## **Commercial Fishing**

with Joe Kutchera

*Watch Our Waterfront Work!*



260 Dyckman Avenue  
South Haven, MI 49090

NONPROFIT  
ORGANIZATION  
U.S. POSTAGE  
PAID  
South Haven, MI  
Permit No. 24

Current Resident Or:

# Holidays at the Heritage Center



*Join us throughout December  
as we celebrate the season!*

- DEC. 9** SELFIES WITH SANTA
- DEC. 13** SEA-SHANTY CONCERT
- DEC. 22** COOKIES & COCOA  
WITH THE CAPTAIN

*Sponsored by Greg and Merian O'Neil*