



celebrating
oklahoma's
GENEROSITY

2010 Annual Report



OKLAHOMA HERITAGE Association
 GAYLORD-PICKENS Museum

GENEROSITY

readiness to *give* without
expecting anything in return



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2010 HIGHLIGHTS



- 2,970 students visited the Gaylord-Pickens Museum through the free field trip program
- \$523,000 in scholarships and tuition grants was made available to high school students across the state
- 450 schools received free copies of the educational resource *Oklahoma Magazine*
- The 90 high school students who have served on the Teen Board since its inception, raising more than \$60,000, received the Oklahoma Association of Fundraising Professionals Outstanding Youth in Philanthropy Award
- The Oklahoma Heritage Association celebrated its 35th year of publishing, releasing five new titles, including author Bob Burke's 100th book
- The Heritage Keeper Volunteer Program was launched, giving people of all ages a chance to share their love of Oklahoma's heritage

on the cover



Second Century board member **Dena Drabek**, with OKC Thunder mascot Rumble • Professor **Steven Woods**, recipient of the Wanda Bass Award for Excellence in Teaching Oklahoma History • Summer camper **Philip Tu** • Teen Board members **Shanel Byron** and **Stephanie Segerstrom** • Tulsa World Gallery featured artist **H Holden**

FROM LEADERSHIP

Though 2010 brought its own set of challenges, the Association and Museum enjoyed a successful year celebrating our programs, our mission and, most importantly, our people. A new undertaking in 2010, we launched a membership campaign and traveled around the state to share our mission. Visits to Tulsa, Lawton, Durant, Ponca City, Norman and Okmulgee proved successful in both expanding our reach and increasing our membership. In another tough economic year, we were pleased to see a 7 percent increase in our total number of members, a 24 percent increase in membership funds generated and a 71 percent membership retention rate.

Our biggest successes came in our south central zone, where we had a 24 percent increase in membership, and the northwest zone, where we had a 50 percent increase. Thanks to Bill Burgess and Jane Jayroe Gamble for chairing the campaign. Our publishing program reached its 35-year milestone, with more than 100 titles to date. Since our first publication in 1975, we have become known as the leader in publishing Oklahoma's history. Our authors and subjects bring history to life for those of all ages.

The Gaylord-Pickens Museum continues to gain popularity as a tourist

attraction and educational resource. More than half of our guests are students, and we take great pride in helping them understand and appreciate their heritage. This year, our Tulsa World Gallery was home to the works of artists like Yousef Khanfar, H Holden and Greg Burns, all testaments to the hard work and pioneering spirit of Oklahomans. Through our Second Century young professionals group and Teen Board, we are ever-expanding our reach to young Oklahomans.

As we launch our second membership campaign in 2011, we encourage you to consider what a difference your membership or

donation can make to the Association and Museum. Because we receive no federal or state funding, we rely heavily on private donors to help us sustain and expand programming. With your help, we will continue to grow generations of proud Oklahomans, making our state an even better place to live, work and play. We appreciate your support in telling Oklahoma's story through its people!

Chairman *Tom J. McDaniel*
President *Shannon L. Rich*



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high-tech HERITAGE



GAYLORD-PICKENS MUSEUM

As the Gaylord-Pickens Museum continues to gain awareness throughout the state, the halls remain bustling with field trips, group tours and walk-in visitors eager to learn about Oklahoma's people. In addition to its high-tech exhibits, the Museum remains well known for its free field trip program and regular exhibit openings in the Tulsa World Gallery.

Close to 600 guests attended exhibit opening receptions in the Tulsa World Gallery in 2010, celebrating the work of Oklahoma artists Yousef Khanfar, H Holden and Greg Burns.

More than 1400 people took advantage of family-friendly free admission days, including the Museum's anniversary celebration in May, Oklahoma's birthday celebration on Statehood Day in November and Downtown in December's Oklahoma City Community Foundation Free Museum Sundays.

The Museum Store underwent several changes in 2010 after hosting focus groups with local women, including revamping its products and adding a focus on corporate gift baskets. A new event on the evening of Statehood Day promoted the store and its new products and

also included wine tasting from Oklahoma-owned Put a Cork In It and StoneRidge Vineyard. The store saw a 15 percent increase in sales in 2010, with its most popular items being Bedre chocolates, Oklahoma Through Its People bracelets (each featuring one of the five characteristics of an Oklahoman), *Voice of Bedlam: The Life of Bob Barry*, Old World Christmas' Oklahoma flag ornament, and a snow globe featuring the Oklahoma City skyline.

A popular location for weddings and events, the Museum was host to 71 private events for more than 10,600 attendees in 2010.

BY THE NUMBERS

- 57% of visitors are students
- 62% of visitors are with a tour group
- 98% of visitors are from Oklahoma

top 10 cities to visit the museum in 2010:
Oklahoma City
Choctaw • Edmond
Elgin • Enid • Norman
El Reno • Blanchard
Pauls Valley • Yukon

the museum saw visitors from 44 states, with the top 10 (other than Oklahoma) being: Texas • California
South Dakota • Kansas
Virginia • Arizona
Georgia • Missouri
Arkansas • Colorado



students learn about fern holland in the museum's generosity exhibit



tour guide natasha rachumsetty teaches a school group about sequoyah



will rogers elementary students check out yousef khanfar's photography

TULSA WORLD GALLERY

The three artists whose works graced the Tulsa World Gallery in 2010 have one thing in common – their Oklahoma heritage. Whether born into it or becoming an Oklahoman by choice, artists Yousef Khanfar, H Holden and Greg Burns exemplify the grit, passion and diversity of Oklahoma's artists.

Khanfar, who grew up in Kuwait, uses his photography to express himself and challenge the images of war and violence he was exposed to as a child. *The Passionate Lenses of Yousef Khanfar* showed in the Tulsa World Gallery from April through June, including a mix of portraits, landscapes and still life from the internationally-known photographer.

Celebrated Western artist H Holden was featured from July through November in *The Cowboy Way*. A collection of his bronzes and sketches displayed Holden's connection to the cowboy way of life and his pride in the history and people of Oklahoma.

Finally, the landscapes and landmarks of Okla-

homa City artist Greg Burns made their debut in December. Born with Arthrogyriposis, a muscle and joint disease that affects the use of his arms and legs, Burns draws the detail of his works with a pen in his hand and adds watercolor by holding the brush in his teeth.

Burns' exhibit will continue through March 2011.



artist greg burns & wife patricia in front of elephants



kanita barnes & paula thomas enjoy yousef khanfar's photography



fellow artist mike wimmer visits with h holden at the cowboy way opening

FREE FIELD TRIP PROGRAM

The free field trip program continues to draw in thousands of students each year, many of whom would not have the opportunity to tour the Museum without the program. In addition to free admission for each child and chaperone, the program provides the teacher's choice of free lunch for each child or a stipend to help with transportation costs.

Most importantly, students leave the Museum with new Oklahoma heroes

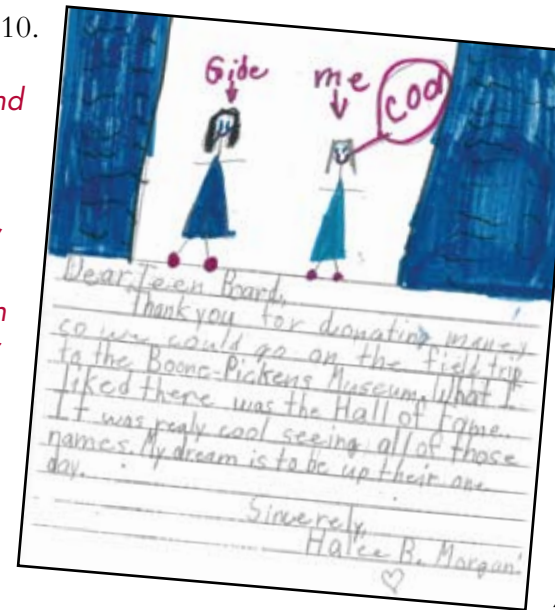
and the inspiration that they, too, can leave an important mark on our state's history.

"The Museum is awesome!" wrote Amanda, a fourth grade student at Earl Harris Elementary School, in a thank-you note. "My favorite part was seeing the statues of all the famous Oklahomans. I really liked listening to my tour guide Mr. Richard tell us all about the people in the Museum."

The program, which was funded by the Dell Foundation and the Museum's Teen Board, saw 2,970 students from 14 counties in 2010.

"Thank you and your staff for a wonderful and informative field trip," said Gayle Enfield, a sixth grade teacher at Santa Fe Elementary. "Our students loved it and learned a lot

about their Oklahoma roots. Just like last year, this field trip was perfect for our students."



love of LEARNING



HERITAGE WEEK

In its 33rd year, the Association and Museum's Heritage Week competitions encourage fourth through 12th grade students from across the state to embrace and honor their heritage. Fourth through sixth grade students competed in the poster competition, seventh through ninth in the essay competition, and 10th through 12th in the poster/essay competition.

On Oklahoma's birthday, 16 students were recognized at the Gaylord-Pickens Museum for their winning Heritage Week entries, each depicting an Oklahoman who is meaningful to the student. Subjects included the likes

of Carl Albert, Kristin Chenoweth, Tom Stafford and Maria Tallchief. Some students used the opportunity to explore the lives of lesser-known Oklahomans, finding a new appreciation for their heritage along the way.

Michayla Campbell, a freshman at Kingfisher High School and first-place state and northwest zone winner, wrote the following about her subject Harriett Parker Camden: *"Harriet composed the famous 'Oklahoma a Toast' in 1905, but little did she know that her composition would soon become the first official state song in 1935. Thirty years after composing her*

song, it would be sung around Oklahoma by all the school children every morning."

Heritage Week awards were presented to the students at the Museum by Shannon L. Rich, president, and Gini Moore Campbell, director of publications & education, of the Association and Museum; Louise Painter, 33-year Oklahoma Heritage Week committee chair; and Gov. George Nigh, Travis Edlund and Kris Nicek, representing Heritage Week sponsor IBC Bank.

2010 Heritage Week State Winners

- 1st Place State, Poster
Sean Reyes
- 2nd Place State, Poster
Beth Walker
- 3rd Place State, Poster
Allison Biddenger
- 1st Place State, Essay
Michayla Campbell
- 2nd Place State, Essay
Baylee Hyatt
- 3rd Place State, Essay - TIE
Ben Reid
Micah Tautkus
- 1st Place State, Poster/
Essay
Anh Pham
- 2nd Place State, Poster/
Essay
Nicole Biddenger
- 3rd Place State, Poster/
Essay
Natalie Haworth



sean reyes, a 4th grader at carnegie elementary, with his heritage week poster



bishop mcguinness senior devin pinaroc receives the first hall of fame scholarship



summer camper jade gonzales checks out the news 9 storm chaser vehicle

SUMMER CAMP

The fourth annual I AM OKLAHOMA summer camp gave students the chance to explore two aspects of Oklahoma life. The morning session was dedicated to science and arts, while the afternoon session focused on farms and ranches. Many students stayed for a full day to enjoy both sessions.

In addition to taking in-depth tours of the Gaylord-Pickens Museum, camp activities included making teepees, learning about weather with the News 9 storm chasers, learning to milk Bessie the wooden cow, designing a brand, making red dirt tie-dyed T-shirts and playing pioneer games.

Through creative play and encouraging instruction, students enjoyed learning about their heritage and the people who have shaped our state.

As he has done each year, Oklahoma Hall of Famer Dr. Nazih Zuhdi visited camp to talk to the students about his accom-

plishments as a surgeon. Summer camper Patience wrote in a thank-you note to Dr. Zuhdi: *"One thing I learned from you is to follow your dreams, whatever the condition. Even though you aren't from Oklahoma, you have the spirit of one!"*



heritage week winner beth walker with louise painter and george nigh



summer camper joshua ogunbase learns about growing vegetables in oklahoma



former nichols scholar andrew parker with president shannon rich

SCHOLARSHIP

Through the Oklahoma Heritage Scholarship Competition, the Nichols Scholarship and the new Oklahoma Hall of Fame Scholarship, the Association and Museum made \$523,000 in cash scholarships and tuition grants available to Oklahoma high school students in 2010. In April, more than 300 students competed for the scholarship monies available through the Oklahoma Heritage

Scholarship Competition, in which ninth through 12th grade students take a test about Oklahoma's history, geography and people.

Each year since 1995, the late John W. & Mary Nichols make available the \$10,000 Nichols Oklahoma Heritage Scholarship to a high school senior. The 2010 recipient was Will Robinson, a Canton High School

student, who now attends Southwestern Oklahoma State University, where he studies history education: *"Knowledge of history has always been of great interest to me, and to be able to develop my knowledge into a career and do what I enjoy is really exciting,"* said Robinson.

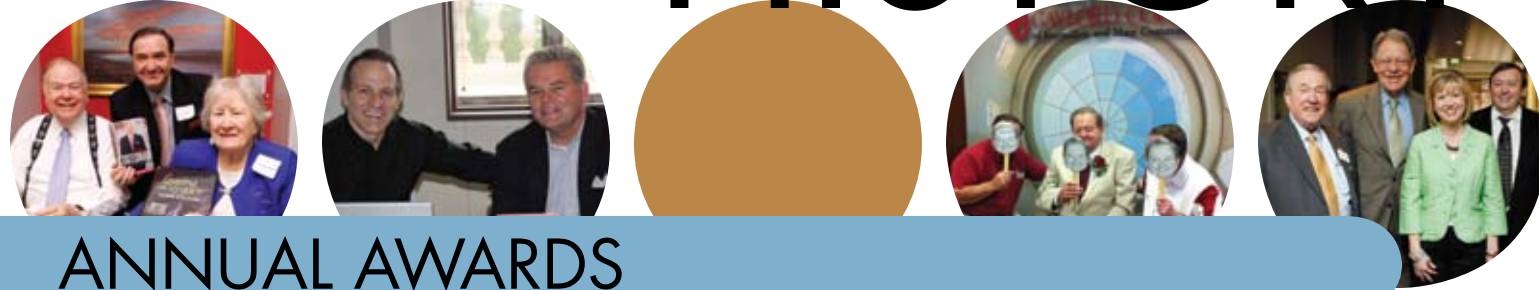
The \$5,000 Oklahoma Hall of Fame Scholarship, funded by inductees from across the years, was given

for the first time in 2010. Devin Pinaroc, a senior at Bishop McGuinness Catholic High School, was honored at the 2010 Hall of Fame Banquet & Induction Ceremony. She will attend the University of Tulsa in the fall to study biology or biochemistry and hopes to one day open a plastic surgery center in Tulsa to help burn victims.

quotable quips

I love the sense of community in our state. It's given me a place to not only grow but also develop into a person who gives back.
Devin Pinaroc, 2010 Oklahoma Hall of Fame Scholar

keepers of HISTORY



ANNUAL AWARDS

The Oklahoma Heritage Association recognized six individuals and organizations at its 2010 Annual Membership Meeting & Awards Luncheon for their contributions to preserving local and state history. Honorees were:

- **Patsy McIlvain**, a fourth grade teacher at Horace Mann Elementary School in Woodward, received the Edward L. & Thelma Gaylord Award for Excellence in Teaching Oklahoma History.
- **Steven Woods**, assistant professor of Native American studies and humanities at Tulsa Community

College, received the Wanda Bass Award for Excellence in Teaching Oklahoma History.

- **Marjorie Barton**, whose career in Muskogee has included teaching, assessing students, newspaper publishing and writing books, received the Oklahoma Heritage Distinguished Service Award for Preservation of State and Local History.
- **101 Ranch Old Timers Association** of Ponca City, which was established in 1968 to preserve and promote the history of Oklahoma's 101 Ranch, its

international Wild West Shows and its employees, received the Edward L. & Thelma Gaylord Award for Preservation of State and Local History.

- **Galen Culver**, reporter for Oklahoma City KFOR-TV's "Is This a Great State or What" program, received the Oklahoma Heritage Distinguished Editorial Award for Preservation of State and Local History.
- **Bob Burke**, lawyer, professor and author of more historical non-fiction books than anyone in history, received the first

ever Lee Allan Smith Oklahoma Legacy Award, which was created to recognize individuals who have demonstrated volunteer and civic efforts that grow pride in their community; are well known for engaging the community in their efforts; and have created a legacy of pride for future generations.

The event was held at the Gaylord-Pickens Museum. David Boren, president of the University of Oklahoma, gave the keynote address on "Our Oklahoma, Our Responsibility."



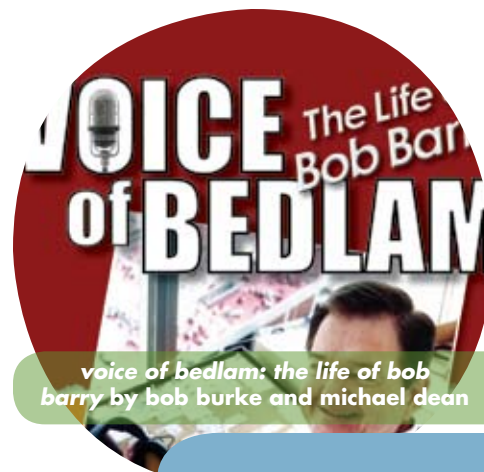
patsy mcilvain is recognized by president shannon rich and chairman tom mcdaniel



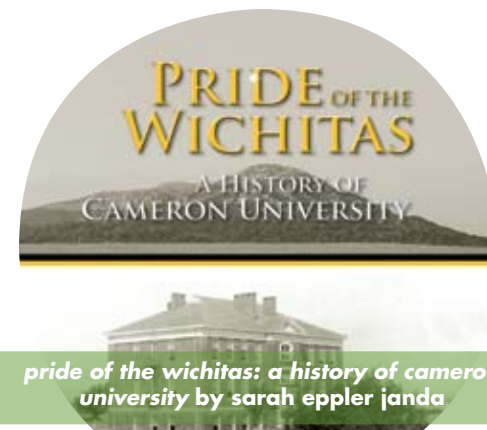
vicki miles-lagrange congratulates bob burke on receiving the first lee allan smith legacy award



david boren celebrates with members of the 101 ranch old timers association



voice of bedlam: the life of bob barry by bob burke and michael dean



pride of the wichitas: a history of cameron university by sarah eppler janda



hardwood heroes by bob burke and c. renzi stone

PUBLISHING

2010 marked an important milestone in the life of the Association's publishing program. In 1975, the Oklahoma Heritage Association launched itself into the publishing arena with *The Judge: The Life of Robert A. Hefner* by Clifford Earl Trafzer. *The Judge* was the first biography in what would become the Association's Oklahoma Trackmaker Series, dedicated to telling the stories of Oklahomans like Jimmy Stewart, Alma Wilson and Lee West. Other series include the Oklahoma Horizons Series, focusing on institutional histories and movements, a children's line and the new Oklahoma Through Its People Series. More than

125 publications later, the Association is the leader in publishing Oklahoma's history, and the program's purpose remains in keeping with the organization's overall mission.

"Oklahoma's story is not about places or events," said Bob Burke, who has donated his time and expenses to author more than 70 of the books published by the Association. "It's about our people."

Titles released in 2010 were: *Pride of the Wichitas: A History of Cameron University* by Sarah Eppler Janda, *Broken Bow: The First Century* by Bob Burke (which marked his 100th title), Harriet Burris Martin, Kenneth

Hamilton and Paulette LeGasse, *Hardwood Heroes: Great Oklahoma Basketball Coaches* by Bob Burke & C. Renzi Stone, *Voice of Bedlam: The Life of Bob Barry* by Bob Burke & Michael Dean and *Henry J. Freede: Master of Orthopedic Surgery & Oil* by Bob Burke. The Oklahoma Voices book club series continued in 2010, giving community members an opportunity to meet authors and subjects of some of the Association's most popular titles, including W. DeVier Pierson, Chief Justice Steven Taylor, Dr. Nazih Zuhdi, Betty Crow and Kim Parrish. In October, the Association held an all-Oklahoma book signing, with more than

25 authors and subjects participating. Also at the book signing, a silent auction helped raise funds for future projects of the publications department.

Above all, Gini Moore Campbell, director of publications and education, remains passionate about preserving Oklahoma's history for future generations: *"Many of our titles are distributed free to senior high school libraries to enhance their Oklahoma history sections. Our goal is to connect students with Oklahoma role models and give them an increased sense of pride in their heritage."*

quotable quips

As a historian and an Oklahoma author, what I love most about the Association's publishing program is the way it reaches students. When I think about writing a book, I think of the Association because I know the book will wind up in libraries and schools where students are soaking up knowledge. It is used in their research activities and maybe, just maybe, it places these thoughts of our heritage in their hearts and minds.

Author Bill Moore

difference MAKERS



SECOND CENTURY

The Second Century young professionals group focused in 2010 on giving members access to notable members of the Oklahoma Hall of Fame. The group's first event was a tour of the Ford Center, including a chance to see the Founders Lounge, a discussion with Oklahoma City Thunder owner Clayton I. Bennett and shooting hoops with Rumble.

In the spring, Dr. Nazih Zuhdi and former CEO Stanley Hupfeld hosted Second Century members for a tour of Integris Baptist Medical Center. Zuhdi spoke about performing Oklahoma's

first heart transplant, making successful transplant and open-heart surgery possible around the world. A June Summer in the City party was held in the Edith Kinney Gaylord Garden and gave Second Century members the chance to mingle and relax.

In October, a networking reception gave other young professionals the opportunity to tour the Museum and hear about the benefits of membership in Second Century. The group rounded out the year with a tour of the Oklahoma Supreme Court with Chief Justice Steven

Taylor, who spoke about presiding over the Terry Nichols case after the Oklahoma City bombing.

"Second Century had a great year, made possible by the generous time and resources of amazing Oklahomans," said Chairman Shane Kempton. "We believe we're doing more than just helping our generation learn about our past - we're inspiring our peers through these Oklahomans' stories, knowing their accomplishments will continue to propel our state forward and that those who come after us will, in turn, be inspired by our stories."

2010 Second Century Board

Justin Brown
Brian Bush
Nicole Dobbins
Dena Drabek
Kelli Dupuy
Tre Dupuy
Scott Freeny
Matt Guillory
Stacey Huddleston
Shane Kempton
Amanda Kirkpatrick
Wes Knight
Kelly McConnell
Abby Morgan
Craig Parrish
Craig Perry
J.W. Peters
James Schlotzhauer
Jerrod Shouse
Christian Whitney

HERITAGE KEEPERS

In 2010, volunteers donated more than 300 hours of their time to the Association and Museum, equivalent to almost two months' work of a full-time employee. Though the Association and Museum have relied on the generosity of volunteers for some time, the official launch of the Heritage Keeper Volunteer Program in August gave much-needed structure and weight to the program.

Heritage Keepers welcome guests and give tours, assist with event

planning and preparation, and provide support to the full-time staff through administrative functions. Above all, Heritage Keepers bring enthusiasm and passion for the mission of the organization.

"Volunteering is a way for me to give back to the community," said Leslie Patatanian. "And what better way to give back to the community than to teach people about the great things that have come from it!"

In addition to sharing their Oklahoma pride

with others, volunteers have opportunities for networking and continued learning, small tokens of gratitude from staff members who know the organization couldn't run without them: *"Our volunteers share their love and knowledge of Oklahoma's heritage, for just the joy it brings them in return,"* said volunteer & museum services coordinator Nicole Harvey.

Volunteers like Dora Roberts understand the limited funds facing non-profits, and she gives of her time to help

stretch the Museum's resources. Her motivation is educating future generations: *"The Museum helps children see history as a series of stories, like watching TV or going to the movies. We can make history interesting!"*

Heritage Keeper volunteers

Lauren Flynn
Mary Flynn
Harold Owen
Leslie Patatanian
Dora Roberts
Rick Stricklin

TEEN BOARD

The Oklahoma Heritage Association's Teen Board held its third annual Battle of the Bands in March, with more than 200 guests enjoying a diverse range of music from five Oklahoma bands.

The Teen Board earned more than \$18,000, and after expenses, donated back \$12,000 to the educational programs

of the Association and Museum. The board will continue the \$1,000 cash scholarship it created in Garfield County, which will be offered in the 2011 Oklahoma Heritage Scholarship Competition, and sponsor 1,500 students to tour the Museum through its free field trip program in the 2010-2011 school year.

2009-2010 Teen Board

Chandler Bair
Alex Barnes
Annah Baykal
Emily Borders
Alex Brakefield
Shanel Byron
Ivan Cantera
Carrie Carter
Bryant Clements
Jacob Cossey
Callie Heerwagen

Ariel Henderson
Cody Huffine
Hannah Hutchison
Randi Merritt
Kashlie Olson
Shelby Pilcher
Rachel Pyle
Sydney Rich
Morgan Roberts
Rebecca Schoeb
Stephanie Segerstrom
Emily Skalovsky
Cierra Thomas
Chandler Wilson



second century members meet clayton i. bennett



volunteer mary flynn helps with children's crafts during downtown in december



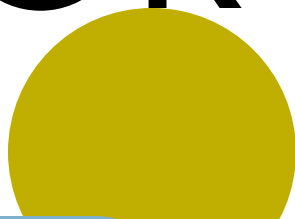
teen board members celebrate after a successful battle of the bands

quotable quips

The Battle of the Bands is the first time I have ever seen a group of teenagers accomplish something on such a grand scale. It's so exciting to see people of all ages and backgrounds celebrating Oklahoma's unique history and promising future, and the Battle goes to show that no matter a person's age, anyone can make an impact on the state.

Alex Brakefield, 2009-2010 chairman of the Teen Board

our highest HONOR



HALL OF FAME ANNOUNCEMENT

A new tradition begun in 2009, the Oklahoma Hall of Fame Reunion and Announcement Luncheon allows members of the Hall from across the years to get to know each other and be the first to congratulate the newest class of honorees. Held in May, the 2010 announcement luncheon drew members of the Hall, supporters and media.

"This event has allowed honorees to learn more about not only those from their own class and other members of the Hall of Fame, but also to hear about the programs and progress of the Oklahoma Heritage Association and the Gaylord-Pickens

Museum as a whole," said Chairman Tom J. McDaniel.

More than 40 Oklahoma Hall of Fame members, representing 19 classes, were present at the luncheon to hear the 2010 class announced. Members wore their medallions and were each recognized during the event.

At the luncheon, Chairman Tom J. McDaniel formally announced the 2010 class: Kristin Chenoweth, Robert A. Hefner, III, Edward F. Keller, Judy Love, Michael C. Turpen and Lew O. Ward, III. Dr. George Henderson, a member of the 2003 Hall of Fame class, served

as invocator, and Leona Mitchell, a 2004 inductee, performed the National Anthem.

Profits from the reunion and donations made by Oklahoma Hall of Fame members created the new Oklahoma Hall of Fame Scholarship. With 2005 inductee Nancy Payne Ellis leading the charge, a group of Hall of Fame members reviewed applications and awarded the scholarship at the 2010 banquet & induction ceremony.

The Association and Museum receive hundreds of nominations for the Hall each year, and an anonymous

committee of board members and members of the Hall review them to select the class. Anyone can make a nomination, and to be eligible, individuals must live in or have lived in Oklahoma, have performed outstanding service to the state and have demonstrated generosity with their time to the community.



t. boone pickens congratulates robert hefner at the announcement luncheon



members of the 2010 class edward keller, michael turpen, judy love and lew ward



vida chenoweth, josephine freede and dannie b. hightower at the luncheon



ty england, ambassador of goodwill, performs at the hall of fame ceremony



the 2010 oklahoma hall of fame class



michael turpen, kristin chenoweth and turpen's presenter, joseph lieberman

2010 OKLAHOMA HALL OF FAME

During the 2010 Oklahoma Hall of Fame Banquet & Induction Ceremony, six outstanding Oklahomans were presented for induction. Kristin Chenoweth, Robert A. Hefner, III, Edward F. Keller, Judy Love, Michael C. Turpen and Lew O. Ward, III joined the cast of 635 individuals who have been inducted into the Oklahoma Hall of Fame since 1928.

KRISTIN CHENOWETH

A Broken Arrow native and Oklahoma City University graduate, Chenoweth transitions between stage, television and film.

Presenter: Florence Birdwell

ROBERT A HEFNER, III

Hefner is founder and owner of The GHK Company, a private Oklahoma City oil and natural gas firm.

Presenter: Aubrey McCleendon

EDWARD F. KELLER

Keller serves as nonexecutive chairman of Summit Bank of Tulsa and is a member of the board of directors of Mutual of Omaha Bank Holding Corp.

Presenter: James E. Halligan

JUDY LOVE

Judy Love helped husband, Tom, start Love's Travel Stops and Country Stores in 1964. She currently serves as chairman of Love's Family Founda-

tion and secretary of the corporation.

Presenter: Tom Love

MICHAEL C. TURPEN

Turpen was born in Tulsa educated in Tulsa Public Schools and graduated from the University of Tulsa, earning degrees in history and law. In 1982, Turpen was elected Attorney General after serving as Muskogee County District Attorney.

Presenter: Joe Lieberman

LEW O. WARD, III

Ward, best known as an oil and gas producer, is chairman of Ward Petroleum Corporation. He received his bachelor of science degree in petroleum engineering from

the University of Oklahoma in 1953.

Presenter: Bill Banowsky

Country singer/songwriter and Oklahoma City native Ty England was honored as the Ambassador of Goodwill, and he performed during the ceremony. Emcees for the event were Jane Jayroe Gamble, 2007 inductee, and V. Burns Hargis, 2009 inductee. Melvin Moran, a 1997 inductee, served as invocator, and Darla Zuhdi performed the National Anthem.

quotable quips

Through many stage, screen and television roles, Kristin has become one of the most recognizable voices in America, yet she remains Oklahoman in heart and spirit. Like Will Rogers, she's an ambassador for our state in every good sense of the word.

Florence Birdwell, on inductee Kristin Chenoweth

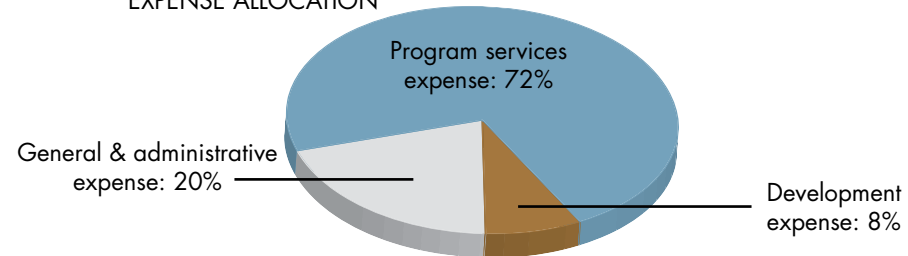
financial OVERVIEW



2010 OVERVIEW

2010 TOTAL CONSOLIDATED REVENUE: \$2,876,702
2010 TOTAL CONSOLIDATED EXPENSES: \$3,853,858

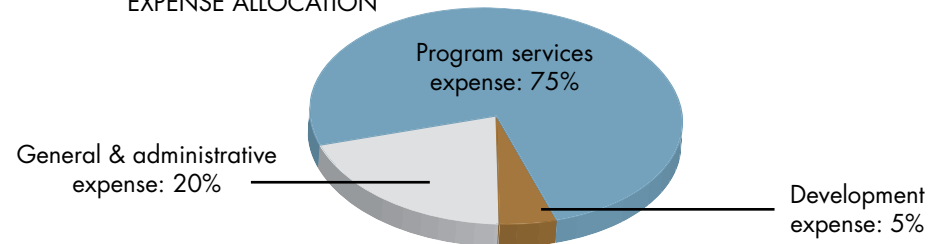
EXPENSE ALLOCATION



2009 OVERVIEW

2009 TOTAL CONSOLIDATED REVENUE: \$3,700,897
2009 TOTAL CONSOLIDATED EXPENSES: \$3,822,386

EXPENSE ALLOCATION



FINANCIAL FUTURE

The Association and Museum developed a new funding model in 2009 to address growing statewide interest in the mission and resources of the organization while meeting increases in operational expenses of the Gaylord-Pickens Museum. The model focuses on recruiting partners to help fund operational expenses, secure the remaining \$3 million of the \$15 million capital campaign, and grow a \$10 million operations endowment.

In 2010, several new partners were secured primarily through the Association and Museum's first annual membership campaign. The campaign increased organizational awareness throughout the state and generated a 7 percent increase in the total number of members, a 24 percent increase in membership funds, and a 71 percent membership retention rate. Also in 2010, the facility loan was refinanced to allow a more time to complete the \$3

million capital campaign.

In keeping with the model, the Association and Museum recently adopted a conservative budget for 2011. By balancing anticipated expenses with projected revenues, the organization continues to be a good steward of supporters' funds, offer meaningful programming, and aggressively focus on established goals. The annual campaign will remain a staple of our financial process with emphasis on

generating new members and membership funds.

The Association and Museum receive no annual federal, state or local government appropriations. Funds to operate and maintain the Gaylord-Pickens Museum and the programs of the Oklahoma Heritage Association are raised through private donations, individual and corporate memberships, Museum admissions, Museum Store sales and publishing income.

FINANCIAL STATEMENTS

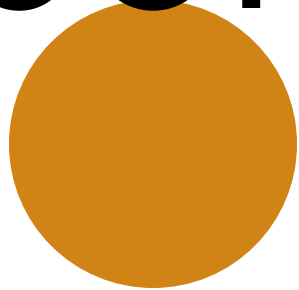
	2010	2009
ASSETS		
Cash and cash equivalents	\$1,912,280	\$2,124,775
Accrued income	8,618	9,855
Endowment investments	3,643,618	3,356,382
Accounts receivable	1,722,662	995,568
Inventory	150,032	193,558
Real property and equipment, net of accumulated depreciation	15,603,984	16,373,644
Prepays and other assets	19,777	19,255
Non-depreciable assets	391,530	391,530
Beneficial interest in assets held by others	55,562	51,832
TOTAL ASSETS	\$23,508,063	\$23,516,399
LIABILITIES		
Accounts payable & accrued liabilities	\$1,005,732	\$347,362
Interest payable	89,341	-
Deferred revenue	50,000	75,000
Note payable	4,679,871	4,679,871
Minority interest in MCLI, LLC	-	327,754
TOTAL LIABILITIES	\$5,824,944	\$5,429,987
NET ASSETS		
Unrestricted	\$14,676,267	\$15,086,696
Temporarily restricted	125,542	118,406
Permanently restricted	2,881,310	2,881,310
TOTAL NET ASSETS	\$17,683,119	\$18,086,412
TOTAL LIABILITIES & NET ASSETS	\$23,508,063	\$23,516,399

*In order to take advantage of certain state and federal tax credits, in 2006 the Oklahoma Heritage Association entered into a tax structured arrangement and created the following entities, which are included in the consolidated financial statements:

- MCLI, LLC is the fee owner of the historic building that houses the Association and Museum
- MCLI, LLC is owned 85% by MCLI Building, LLC
- MCLI Building, LLC is owned 100% by the Oklahoma Heritage Association, Inc.

**Audited consolidated financials are available upon request by calling 405.235.4458, visiting www.oklahomaheritage.com, or e-mailing tas@oklahomaheritage.com.

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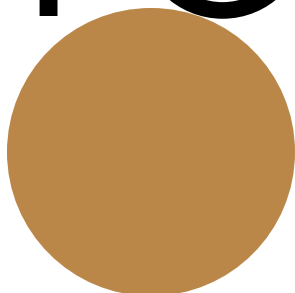
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