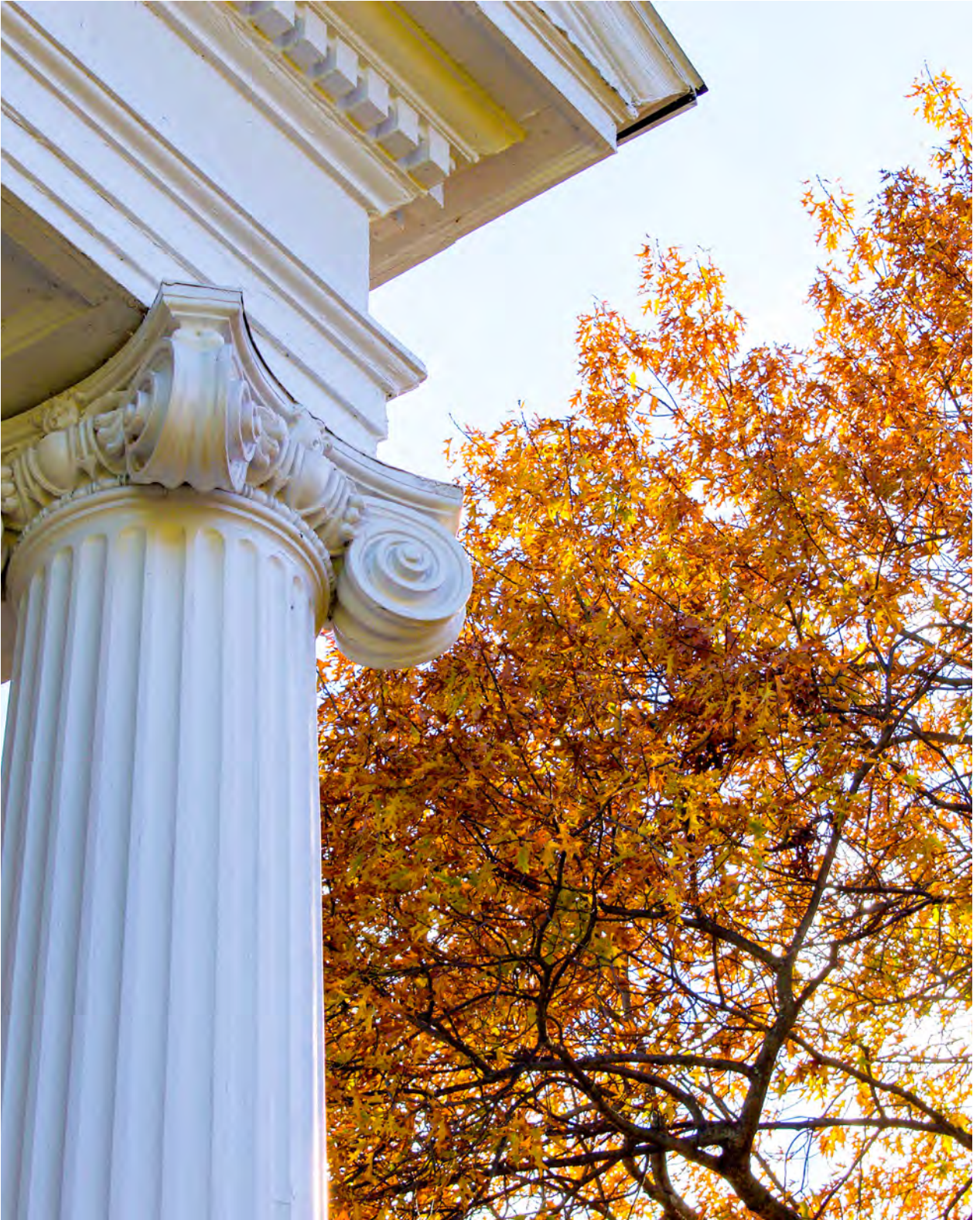



# THE AMERICAN IDEAL

The Oglebay Foundation Newsletter

VOL 1 ISSUE 4 FALL 2019




FUNDRAISING WITH PURPOSE:  
People, Plans and Progress



Community involvement has been the chief factor in the development of Oglebay as a self-sustaining enterprise and is one of the finest examples of what can result if we put the ***American Ideals*** to work.

– Courtney Burton, Jr.  
*Grandson of Earl & Sallie Oglebay*



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ERIKS E. JANELSINS

President & CEO

Office: 304-243-4160

Email: ejanelins@oglebayfoundation.org

## Friends,

The park's beautiful fall colors are beginning to fade. The temperature is dropping and Festival of Lights has begun. It feels like we were celebrating the outdoor summer concert series "Sundaes under the Stars" just a few weeks ago, but what feels like weeks has in reality been two very busy months.

In that short period of time, we've continued to raise the visibility of our parks regionally. We've built community partnerships that are positively impacting our parks, guests and visitors. Relationships -The Health Plan, Wheeling Hospital, and Wheeling Subaru to name some - that will have lasting benefits.

In this issue of ***The American Ideal***, we focus on Fundraising with Purpose. We examine both the ways your donations are making a difference as well as how these investments impact ***People, Plans and Progress***.

**PEOPLE** have been making a difference in the parks since opening day. Read about the family who funds our annual Salute to Patriotism in ***A Deep Love For The Magic of Fireworks***.

**PLANS** have had a lasting impact on our parks. ***Making a Difference In the Parks*** highlights ways YOU can contribute to our long-term success.

**PROGRESS** is being made. In ***From Cabin to Cottage***, we highlight our continued efforts to maintain our past while refurbishing and refreshing historic structures throughout the property to meet current guests' needs.

Our ***Impact Report*** provides the results of Fundraising with Purpose. We list the ways your donations have impacted the park this year. We've also provided some plans for 2020 and beyond.

We'd love to hear from you! Stop by our office on the Hilltop. Tell us what you think of this newsletter and share any story ideas for future issues.

Winter's right around the corner, but the four season opportunities offered at Oglebay remain an invitation to come and enjoy the impact each and every gift has made here.

See you in the parks. 🌿



# THEN&NOW

## Oglebay Through The Years



Over our 90-year history Oglebay has grown and changed. Our parks continue to be the crown jewel of municipal parks anywhere in the world. Your contributions to the Oglebay Foundation ensure that Oglebay will be here for generations to come.

**Thank you Kathy Boll Burson for providing some family photos for our Then & Now section!**  
**Submit your family photos to [foundation@oglebay.com](mailto:foundation@oglebay.com)**



“Our family has always enjoyed the parks, and we feel it’s important to include the Oglebay Foundation in our estate plans.”



Information about specific support options available at

304-243-4166 • [OGLEBAYFOUNDATION.ORG](https://oglebayfoundation.org)

# BEHIND THE SCENES

**PLANNING BEGAN MORE** than six months ago for the Winter Festival of Lights, now in full swing. In July 800 tiny plug poinsettia plants were prepared and lovingly nurtured by our horticulture team led by Director Chris Schenkel and Greenhouse Supervisor Marilyn Jenkinson.

These symbolic holiday plants are used in the iconic poinsettia Christmas tree in Wilson Lodge and in seasonal planters throughout the Lodge's lobby and common areas. Miniature poinsettias add a splash of holiday color on dining tables throughout the park, and are used as gifts to the foundation's legacy and leadership donors.

Growing poinsettias is a time consuming and exacting task. To have their bracts (leaves) change color from green to red by early November, the staff must drape blackout cloth to provide the plants with 15

hours of daily darkness. To assure blooming poinsettias throughout December, a second cohort of plants are kept in 16 hours of daily darkness.

Jenkinson offers these tips for selecting and caring for your poinsettias at home:

- Make certain the poinsettia's flowers – the little golden yellow clusters in the center of the blossoms – are intact.
- Avoid plants with foliage that are beginning to turn yellow.
- Be sure to protect your plant from freezing temperatures on the way home.
- Unwrap your plant as soon as you get home. If the plant has a foil wrapper, ensure there is a hole in the foil for proper drainage.
- Place your plant in bright, natural light, but not in direct sunlight.



- Avoid areas that are drafty or excessively warm.
- Water thoroughly when the surface is dry.
- Ensure the plant drains thoroughly.
- Don't allow the plant to sit in standing water.

Getting your poinsettia to re-flower is a labor of love and the mark of a true gardener! The process requires dedication and effort:

**FEBRUARY** – Your plant needs light, but be aware that it will fade in color. Keep it near a sunny window.

**APRIL** – Mid month cut the stems back to approximately 6 inches above the soil.


**MAY** – Start fertilizing the plant. Follow the fertilizer's directions. It's recommended to fertilize about every third watering.

**JUNE** – Determine if you need to repot the plant. The plant may be kept outside in a lightly shaded area, provided that the temperature does not fall below 50° Fahrenheit. Increase fertilizing to every other watering.

**AUGUST** – Mid month place the plant in direct sunlight. Cut the stems back again, but keep three to four leaves per stem. Continue watering and fertilizing.

**SEPTEMBER** – From the middle of the month through the first of December, the plant should stay in direct sunlight 8 am to 5 pm daily. The plant should be moved to total darkness 5 pm to 8 am.

Many an experienced gardener throws in the towel mid way through. With all this effort, your results may be somewhat disappointing. Greenhouse controls



Legend has it that Pepita, a poor Mexican girl, had no gift to offer at Christmas Eve services, so she gathered a bouquet of weeds as her humble gift. Suddenly, Pepita's ordinary weeds burst into brilliant red blooms and the miraculous event was named the Flores de Noche Buena, or Flowers of the Holy Night. Today we call these flowers poinsettias, named for the first US Ambassador to Mexico, Joel Robert Poinsett who in 1825 brought this "Christmas Plant" back to the USA. This lively plant has become one of the most enduring symbols of the holiday.

produce a larger, fuller plant than you can produce at home. Without this controlled setting, your plant may not be as lush as those available for sale.

*“The staff at the Oglebay Palm Room is available to guide customers when selecting the perfect plant. We’ll also provide a step-by-step guide to keep their poinsettia beautiful and healthy throughout the holiday season,”* Jenkinson said.

The Oglebay Palm Room is open daily from 10:00am–6:00pm with extended hours during Festival of Lights. For more information, call the Oglebay Palm Room at 304-243-4098. 🌿



## PRESERVING THE GREENHOUSES

Cordelia (Cordy) Scaife May (1928-2005) was a quiet philanthropist during her lifetime. Mrs. May used her financial resources to champion causes that were important to her. Raised on her family’s estate in Pennsylvania, she grew up with a deep appreciation for the beauty and restorative value of nature, parks, and wildlife.

The Good Zoo and gardens became the centerpiece of May’s interest in Oglebay. She made substantial gifts to build the zoo and invested significant funds to restore and rebuild the historic greenhouses in Oglebay. Greenhouse improvements included replacing all the original glass and wood frames with thermo-pane glass and aluminum framing, new heating, flooring and the addition of the elevator.

The greenhouse improvements were designed not only to save energy, but also jumpstart the design and renovation of the entire Hilltop. May funded the development of the recreated gardens on the Hilltop in honor of her friend, Joe Bissonnette, Oglebay’s director of development (1975-1992). 🌿

"Do what you can, with what you have, where you are."  
-Theodore Roosevelt



# PEOPLE

## A DEEP LOVE FOR THE MAGIC OF FIREWORKS

Celebrations offer wonderful opportunities to establish holiday traditions that will be passed from one generation to the next. Kay and Albert Schenk's highest priorities were family and community and part of their family legacy is their love of Independence Day.

Albert loved the Fourth of July and fireworks. Kay loved bringing the whole family together, so July 4th festivities at their Marshall County home were big celebrations. The evening always concluded with a grand fireworks display arranged by Albert for the children and grandchildren. Family stories include some legendary mishaps, including a Ford Bronco going up in flames!

The Schenk family have been generous and steadfast donors to Wheeling and Oglebay Parks. Kay and Albert spent their lifetimes giving back to the Wheeling community quietly and never seeking the spotlight. It took a great deal of persuasion by Wheeling Park Commission president and CEO Earl Gaynor to convince the Schenks to name Oglebay's new lake in memory of Albert's parents in 1953.



After Kay and Albert passed away their family sought a fitting memorial to honor them in a unique and personal way. The family's goal was to recognize Kay and Albert for their impact on the entire Ohio Valley. The ideal memorial was to sponsor Oglebay's Salute to Patriotism event, held every July 3rd on the banks of the lake that bears the family's name.

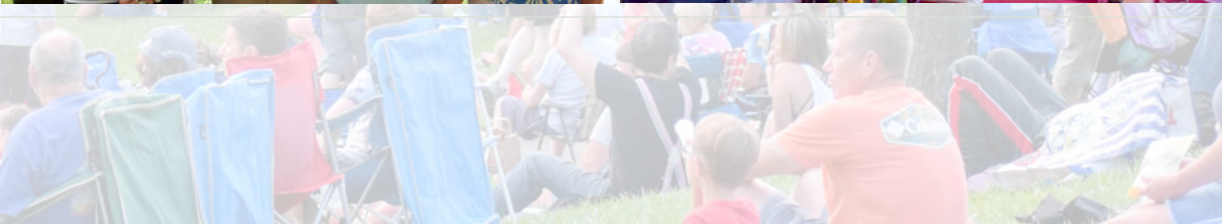
Brooke Wetmore, Kay and Albert's granddaughter, reflected on seeing all the people gathered at the lake each year:

"Oglebay's Salute to Patriotism brings thousands of people together from all over the Ohio Valley to celebrate our freedoms, community and family traditions. The very things that we celebrate at Oglebay on the 3rd are core values that my grandparents believed in and instilled in me and my family."

If you are in Wheeling on July 3rd, come experience our Salute to Patriotism and make it one of your family's traditions to start your summer with a bang! 🌿

# IMPACT

*"Oglebay's 3rd of July event is the official start of my summer and a perfect way for me to teach my own children the importance of traditions."* - Brooke Wetmore, Albert & Kay Schenk's Granddaughter



**Schenk Lake Beautification Updates Coming in 2020.**

## Making a Difference IN THE PARKS

Charitable planned gifts offer a tremendous opportunity for you to provide valuable financial support, receive a benefit in return, and leave a tremendous legacy.

Wheeling Park was created thru 170 leadership gifts made in December of 1924, and ninety-five years later the community continues to benefit from the visionary philanthropy of civic leaders who purchased Wheeling Park and created the Wheeling Park Commission.

Through a bequest, Earl Oglebay left a legacy of 750 majestic acres, gardens, historic farm buildings, a tradition of quality hospitality, and a vision for a future of first class recreational opportunities that has grown into the park we all know today.

You don't have to be rich to leave a legacy. There are several giving strategies that can be used to fund the things you love.

An estate gift is one of many ways you can make a difference in the parks. Randy Worls and Eriks Janelsins can guide you or your financial advisor on the giving vehicle that makes the most sense for your circumstances.

Some of the ways you can make a gift include:

- Retirement Account Beneficiary
- Life Insurance
- Charitable Remainder Trusts
- Life Estates
- Bequest

Knowing how to leverage the options available to you can make the difference in what you decide to fund. Knowing that your gift will

continue to impact this community long into the future may be the greatest gift of all.

### **The Wheeling Park Bloch Memorial Golf**

**Course** Local business man, Stuart Bloch left a portion of his retirement savings to preserve affordable golf at Wheeling Park, ensuring the game of a lifetime will be enjoyed for generations to come.

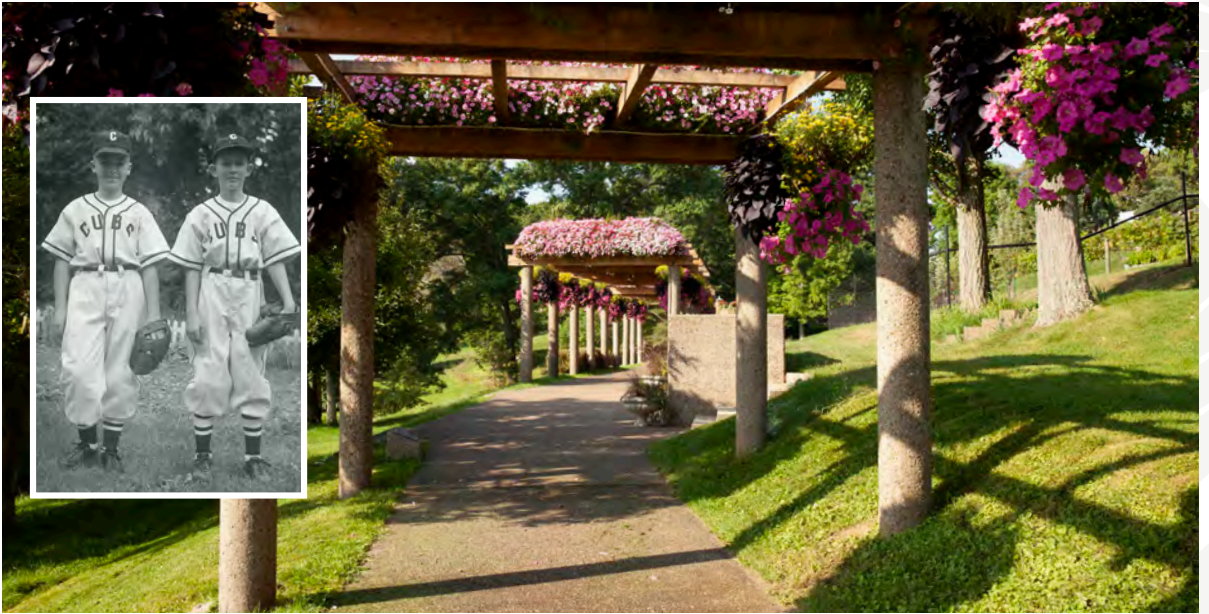
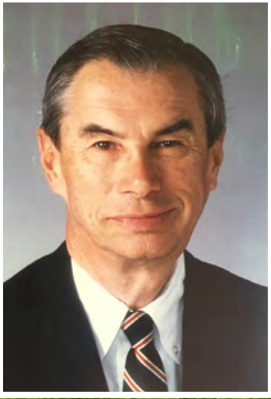
### **Oglebay's Historic Pergola on the Hilltop**

Bill Bushfield named the Oglebay Foundation as the beneficiary of his retirement account to honor his mother and father. The funds rebuilt the pergola and created a legacy endowing its maintenance in perpetuity. ("The Power of Friendship: Refurbishing Oglebay's Historic Pergola," The American Ideal, Vol 1 Issue 2, Spring 2019)

**Hickman Lounge** School teacher Louise Gaspar ("A Sense of Place: Oglebay's Holiday Lady," The American Ideal, Vol 1 Issue 1, Winter 2019) made a bequest to the Oglebay Foundation which was used in part to renovate Wilson Lodge's Hickman Lounge. 🌱



For information on ways to join the Earl W. Oglebay Legacy Society, please contact Eriks Janelsins or Randy Worls at the Foundation today: 304-243-4166 or [foundation@oglebay.com](mailto:foundation@oglebay.com). 🌱



# PURPOSE



## THE AMERICAN IDEAL

The Oglebay Foundation Newsletter

VOL 1 ISSUE 3 SUMMER 2019



## ACCESS TO THE PARKS

### PROVIDING FREE ACCESS TO ALL

THE TWO BIGGEST MISCONCEPTIONS about Oglebay and Wheeling Park are: everyone has the same opportunity to play and participate in all of the amazing activities that are available in our park system, and since we're a public park, there is no need or reason to raise money to provide anyone with access.

Sadly, for many in our area, the cost of spending a day in the park is out of reach.

As a simple example, the daily rate for a family of four (two adults and two children) to swim at Oglebay's Pool is \$31.00. A season pool pass including the slide for the same family at Wheeling Park costs \$358.45. All day activity wristbands for our cost \$75.80. There are many families in our community that consider this a luxury.

The National Recreation and Park Association's (NRPA) April 2019 article "Our Nation's Demographic Shift" reminds someone took the time when we were younger to teach each of us how to toss a ball, camp or love nature, thereby influencing how we live, work and play today." This influence affects lifestyle habits, and habits both good and bad are perpetuated generationally. The article continues, "We must continue to remove barriers that intentionally or unintentionally limit services."

Stone made a gift to establish the Wheeling Park Foundation stipulating that activities in the newly created park have a fee. Fees for activities are designed to cover maintenance, and general overhead.

#### FOUNDATION FACT

THE COST OF AN ACCESS TO THE PARK SCHOLARSHIP IS \$133.34 PER CHILD

Access to the Parks provides scholarships to families in financial need. This program supports about 100 children and an accompanying adult each year for recreational activities. On average, these scholars make 15,000 visits to our parks annually. The cost of the program is roughly \$200,000 a year – or the equivalent of one scholarship.

This scholarship program fulfills a critical mission of the Oglebay Foundation and the Wheeling Park Commission, ensuring everyone has the ability to use the parks regardless of their financial circumstances. All children share what it's like to swim, play, learn, and enjoy the parks. It makes Wheeling and the Ohio Valley an amazing place to live – our parks.

Access to the Parks Scholarships are also provided by major support from Gompers & Associates, Bortas & Bortas, the Ohio County Commission, Mrs. George S. Weaver, Jr., Wheeling Suburban Foundation, Bernard McDonough, August Hoffmann, J.B. Chambers, Hess Family, and Robinson Parlin Trusts.

The Foundation hopes to raise an endowment to offset the cost of this program over time.

Won't you consider giving a scholarship to a child in our area who otherwise wouldn't be able to experience our parks? 🌱

Eleanor L. Wilson  
Enclosed is a check for \$266.66  
for 2 youth scholarships  
for this family 4-H agent (1957-1961)  
I directed for 4-H Camp at Camp  
Russell and received 4-H Exhibits  
and Fair in the shelter.  
Phil Maxwell taught Craft  
Classes at the Camp and his  
Mother helped plan Menus  
and Cooked.  
I know, personally what  
a treasure The Wheeling Parks  
are for all who experience  
the numerous opportunities  
when they visit.  
As my family contributes  
to the youth scholarships.

## THANK YOU!

The Access to the Parks Scholarship program received record donations this year. Private, corporate and foundation support funded the continuation of this amazing program, ensuring every child in Ohio County has the opportunity to swim, explore, play, and enjoy all the amenities our parks have to offer; regardless of their financial circumstances.

IMPACT



DONATIONS @  
ALL-TIME HIGH



SUMMER 2019



THE HEALTH PLAN



WELLS FARGO



BORDAS & BORDAS



WESBANCO



WHEELING SUBARU

- LEADERSHIP DONORS:**
- Bordas & Bordas • JB Chambers Foundation
  - Gompers & Associates • Hess Family Foundation
  - August J. & Thelma S. Hoffmann Foundation
  - Ohio County Commission
  - Bernard McDonough Foundation
  - Robinson Parlin Trust • The Health Plan
  - Vaden Trust • Mr. & Mrs. George S. Weaver, Jr.
  - Wells Fargo • WesBanco • Wheeling Subaru

# OGLEBAYFEST

## HOSPITALITY RECEPTION



PHIL MAXWELL DEDICATION

Artist and craft instructor, Phil Maxwell left a Charitable Remainder Trust to ensure the Mansion Woods would be preserved and maintained for the Oglebayfest Artists' and Gourmet Markets. 🌿





# FROM CABIN TO COTTAGE

**OGLEBAY OFFERS 54 CABINS,** scattered across the park, to guests as an alternative to staying in Wilson Lodge. Originally quite rustic, the first cabins - Ash, Beech and Chestnut - were built from recycled telephone poles donated by a utility company in 1938. Using the Civilian Conservation Corp as labor and the donated logs, these first cabins cost about \$250 to build. Because there were no blueprints, the size of the cabins was determined by the size of the logs. Additional cabins were added in the 1950s, albeit at the much higher price of \$7,000 each.

By the 1980s the park undertook an aggressive decade-long cabin rebuilding program. During this period, the term cabin was replaced with cottage.

Additional cottages were added over time. The size and placement is contingent on demand. Larger cottages along the Spidel Golf Course remain a draw for bigger groups.

Cottages have always been popular. Some cottages are rented year after year by families that can trace their history in the park back decades. As tastes, styles and the way our guests' use the cottages have changed, park leadership was challenged to rethink how the cottages are presented to meet their ongoing demand.

Wilson Lodge General Manager, Beth Whitehouse said, "When looking at the re-design concepts, we wanted to balance

the essence of Oglebay's history, the warm woods and fireplaces, with the addition of modern amenities that would give our customers the level of comfort they were looking for." When asked if there were any changes she was concerned about she added, "Two things stand out. First, gas versus wood-burning fireplaces has been controversial. Second, adding a dishwasher. So many guests talk about the ritual of deciding who does the dishes, it's a big deal! In both cases convenience has won the day and been a true blessing."

**IN THE LAST 18 MONTHS NEARLY 60%** of the cottages have been revitalized. Cottage improvements include: new flooring, enhanced lighting; flexible and additional seating; the aforementioned dishwashers and gas fireplaces; updated electronics; stone countertops; and refreshed décor.

Selecting which cottage to refurbish when is a science. The occupancy percentage (number of times rented per year) and the remaining inventory, have to be balanced with available funding and the window of time to do the work. Whitehouse reports wishing all the "stars would align so the work could be done more quickly," but she remains convinced that the importance of giving our guests "the comforts of home, with the amenities and service Oglebay guests have come to expect is the most important thing we can do."

**MORE COTTAGE IMPROVEMENTS ARE SCHEDULED IN THE NEW YEAR.** 🌿

# OGLEBAY COTTAGES

## ALL THE COMFORTS OF HOME

**RENOVATED COTTAGES:** Ash • Aster • Azalea • Beech • Chamber  
Chestnut • Clover • Daffodil • Daisy • Dogwood • Elderberry • Forsythia  
Ginkgo • Hawthorne • Hess • Holly • Hupp • Ivy • Juniper • Kalmia  
Laurel • Lilac • Maple Chalet • May • Palmer • Quince • Rhododendron  
Strauss • Sumac • Tulip • Waddington • Wheeler



"The renovation to the cottages  
was very well done"

Abby, June 23 via facebook



VIRTUAL TOURS OF THE COTTAGES ARE AVAILABLE ONLINE AT [OGLEBAY.COM](http://OGLEBAY.COM)



#### HILLTOP & ARBORETUM IMPROVEMENTS:

- Foundation Offices Building Preservation and Redesign
- New Mansion Lighting
- New Carriage House Glass Roof
- Refurbished Arboretum Pergola
- New Welcome Center
- Garden Bistro Investments
  - New Umbrellas & indoor seating
  - New Capital Equipment
  - New Mowers & Landscaping tools
- Additional Park Benches

## PHILANTHROPIC IMPACT IN YOUR PARK

# OGLEBAY FC INVESTMENTS

#### TRAILS:

- Mountain Biking Updates
- New Trails Added
- Hiking Trail Cleaning and Clearing



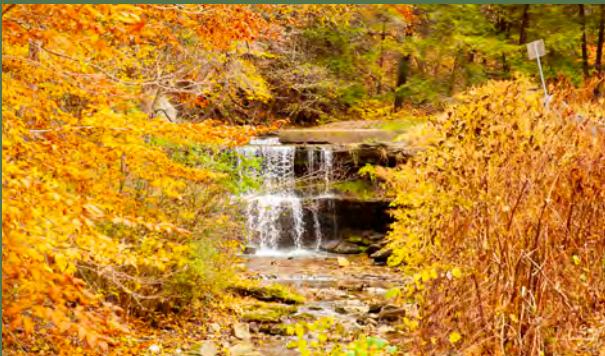
#### STABLE INVESTMENTS:

- New Roof
- Improved Fire & Security



#### GENERAL UPDATES

- Deadfall Removal
- New Tree Plantings
- Additional Park Benches
- National Training Center Investment
  - New Park Foundation School
- Programming Support - MY PARK VOLUNTEER DAY
- Road Maintenance
  - Paving of: Falls Drive, Zoo Entrance, Crispin Center Entrance



► **SKIING UPGRADE:**  
NEW NASTAR Timing System



► **WILSON LODGE IMPROVEMENTS:**  
Hickman Lounge Redecorating  
– New lighting, furniture, flooring  
West Spa Maintenance  
– Refreshed Wall Coverings  
Wedding Showcase Addition



◀ **WHEELING PARK IMPROVEMENTS:**  
Pool Updates  
New Playground Equipment  
– Stifel Playground



► **GOLF INVESTMENTS:**  
Golf Course Drainage  
Speidel Golf Slips



# FOUNDATION TS 2019

► **ZOO IMPROVEMENTS:**  
New Bobcat Exhibit  
New WV Conservation Center  
Pollinator Garden Addition  
Updated Bear & Otter Exhibit  
Expanded Red Panda Exhibit  
New Snow Leopard Exhibit



◀ **CRISPIN CENTER IMPROVEMENTS:**  
Pine Room Kitchen Expansion  
New Patio & Celebration Pergola  
Oglebay Pool Sandblasting  
Oglebay Pool Heater  
Additional Park Benches



**100%** of every dollar donated to the Oglebay Foundation goes to support programs and facilities at Oglebay and Wheeling Park

**9.2%** of the Wheeling Park Commission Operating Budget is supported by philanthropic gifts each year.

# PROGRESS

## 11TH STREET PLAZA



## GROWING OGLEBAY VISION FOR THE FUTURE

Thanks to the generous donations received this year, the Oglebay Foundation will be funding amazing projects in 2020 and beyond. Here is a sneak peak into what lies ahead.



## WHEELING PARK ICE RINK



## SCHENK LAKE BEAUTIFICATION



## TENNIS UPGRADES



## ZOO ENHANCEMENTS: AFRICAN HOG, RED WOLVES



## MAXWELL FARM SPORTING CLAYS



## WILSON LODGE MEETING AND CONFERENCE ROOMS

# WE WANT TO KNOW!



"Oglebay is the nicest place to take the family for the day or extended stay."

Chrystalle, July 3

"My family loves Oglebay."

Dakotah, May 21

"The Resort is fabulous."

Chelsie, December 20

"Great place to visit, lots to see."

John, February 17

"Loved the spa."

Fran, May 3

"The room was excellent, the pool was excellent, the service was excellent!"

Ashlee, March 11

"Great place to get away from it all!"

Kathy, June 24

"Great place to have a family reunion."

Michael, May 20

"I had an amazing experience with the cheetah Encounter and will definitely be back to do it again!"

Sarah, March 25

"My family absolutely loves Oglebay Zoo. You're up close & personal with the animals."

Megan Ann, May 9

WE'RE SO GLAD TO HEAR FROM YOU, VIA EMAIL, SOCIAL MEDIA, OR IN PERSON. WHATEVER FORM OF COMMUNICATION WORKS FOR YOU, WORKS FOR US!

LET US KNOW HOW WE'RE DOING AND WHAT WE CAN DO FOR YOU.

FOUNDATION@OGLEBAY.COM  
**304-243-4166**



