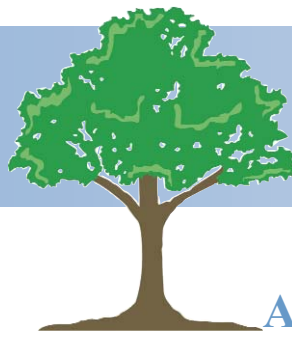


# Among



# Friends

Fall/Winter 2007 Vol. 11, No. 2

Information and Updates for Friends of Oglebay

Dear Friends,

*In this issue we remind you of several ways of giving because we know that one size does not fit all. First of all, we are emphasizing how important your annual gift is to the Access to the Parks program and those areas of the parks where extra funds are needed most. In the near future we hope to have the Access program completely endowed, but we are not quite at that point yet.*

*Although all philanthropy is now coordinated through The Oglebay Foundation, the America's Future Trees Foundation remains strong, vital, and necessary to the beauty of the parks. This program remains popular as a way to honor or memorialize a loved one. We welcome these gifts as a way to keep our tree-planting program, and related maintenance, funded.*

*We also say goodbye to one of the park system's long-time friends, Barbara Mayer Good. With her husband, Larry, Barbara founded the Good Zoo through a start-up gift and her enthusiasm. Many people remember her best, however, for her numerous singing engagements at Wilson Lodge. Barbara spent a lot of time at the parks in recent years and we are better for it. Our thoughts are with Larry and their children Jay, Paul, Jenny, Heidi, and families.*

*Last, but not least, we want to thank all of you who helped us exceed the goal for The Campaign for the Future of our Parks. The future is bright indeed, as is this year's Winter Festival of Lights with the addition of the expanded displays and musical choreography in the Burton Center. Don't miss it!*

Sincerely,

**Randy Worls, President**  
The Oglebay Foundation

**Barbara Palmer**  
Newsletter Editor

## America's Future Trees Remains Popular Way of Keeping our Parks Beautiful

When strangers visit Oglebay or Wheeling Park they are usually drawn first to the beauty of the settings - the tree-framed vistas and beautiful landscape as far as the eye can see. What is less apparent is that many of the trees, especially at Oglebay, have been planted in the last quarter-century as a result of generous contributions to America's Future Trees Foundation (AFT). This program remains a popular way for individuals and families to honor or memorialize loved ones.

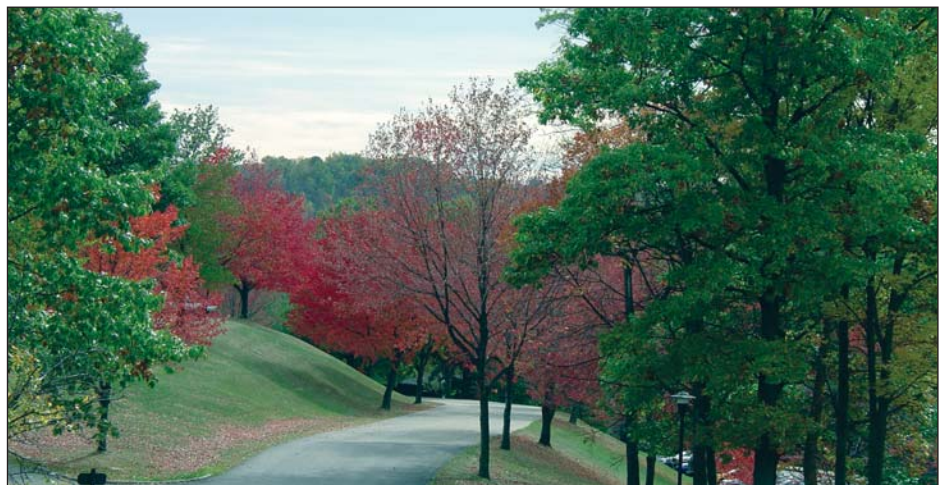
The creation of Oglebay heir Courtney Burton, AFT moved its headquarters to Oglebay in 1974 and Burton matched contributions with a challenge grant. The timing was perfect because a massive tree-planting program was underway in the parks made possible by an unexpected gift of 350 medium-sized trees from the Wheeling Watershed Commission. Worth more than fifty thousand dollars, these trees became available when the Commission purchased land owned by Dieckmann's Nursery adjacent to Wheeling Creek with the purpose of creating a dam.

Through the efforts of soil conservation agent Bob Wilson, and well-known nursery owner Hans Dieckmann, the

flowering crabapples, red oaks, and pin oaks were moved into barren areas of the parks. Making the ambitious project possible was the timely purchase of a tree spade using AFT funds. At the time, it was the most sophisticated piece of equipment ever used by the parks' roads and grounds department.

Along with the massive tree-planting project in the 1970s, America's Future Trees began a fund drive to put the Foundation on firm footing for future needs of tree renewal and care. AFT is different than most foundations for it is set up to make immediate improvements and to have the resources to care for these improvements in the future. This has been a real boost to the parks says Wheeling Park Commission CEO Doug Dalby. "These gifts make it possible to put in new trees in advance of the need for replacement, something we were never able to do before."

Today, AFT is housed under The Oglebay Foundation but operates in the same manner it always has. Donations may be sent to America's Future Trees, c/o The Oglebay Foundation, Oglebay, Wheeling, WV 26003. If desired, your annual gift may also be designated for AFT.



# Barbara Mayer Good, Catalyst for Building Oglebay's Good Zoo, Dies in August



Barbara Mayer Good

One of the catalysts for founding Oglebay's zoo, and a popular entertainer in her own right, Barbara Mayer Good of Wheeling died on August 2 after a short

illness. Her loss will be felt throughout the parks system, especially during this Festival of Lights season, because Barbara was one of the long-time performers at Wilson Lodge. Her cabaret-style of singing and amazing range of music endeared her to park visitors.

Many who enjoyed her music were not aware that Barbara Good, and her husband Larry, were co-founders of The Good Zoo. Following the untimely death of their son, Philip, they pledged a substantial gift in his memory in the early 1970s to get the project underway (an expanded animal habitat had been on the drawing boards for a long time). In honoring the memory of their son, they also honored a community who had treated the Good family well, ever since patriarch retailer L.S. Good arrived in Wheeling before the turn of the 20th century and established a successful dry goods/department store business.

By sharing their assets, the Goods hoped

other families would experience happy times as they had done so often with their children at Oglebay, whether in a cottage, at the stables, or at the swimming pool. As plans for a zoo developed, and additional sources of revenue surfaced, Barbara and Larry encouraged community support and were never disappointed. Barbara was active in many parts of the community, including her Temple congregation and Wheeling Jesuit College, where she was the first woman to have a seat on its board of directors. She will always be remembered, however, for her unwavering devotion to creating an educational/fun facility that all children can enjoy.

## *Annual Support Extremely Important to Parks*

### **Year-End Gift can Benefit You and The Oglebay Foundation**

Your annual gift – through Friends of Oglebay – remains very important to the parks because it helps fund the Access to the Parks program and other urgent needs. Access is the program that makes park facilities available to youth in Ohio County who cannot afford to use them on a regular basis.

About this time of year you will receive a reminder related to your annual donation and year-end giving. We hope you will take the time to return your annual gift, if you have not already done so, and know that these funds will be put to good use. As always, we hope you enjoy the beautiful calendar that is enclosed and that it assists you in planning your trips to the parks in 2008.

*Thanks for Your Annual Support!*

## **When is the Right Time to Give a Gift to The Oglebay Foundation?**

### *Considering a Bequest of Retirement Assets*

Many of you may want to support the parks in perpetuity but think that now is not the right time to make a lifetime gift of assets you might need in the foreseeable future. In this case your best choice may be a bequest using retirement assets. This strategy can be effective for several reasons:

1. No age restriction. Regardless of your age, you can name The Oglebay Foundation as a full or partial beneficiary of your retirement assets for the benefit of your favorite park facility or program.
2. Simplicity. You can easily arrange a gift by naming The Oglebay Foundation the beneficiary of all or a portion of your retirement account. This can be arranged through your account administrator.

3. Tax-Smart Strategy. Donating retirement assets can be a tax-smart strategy for your family. Qualified retirement assets will be treated as taxable income to your heirs when they are received by inheritance. However, most other assets can pass income tax-free to your heirs, as well as receive a stepped-up basis to current market value.

Another planning option involves a testamentary transfer of retirement assets to fund a life income gift such as a Charitable Remainder Trust or gift annuity which is a way to reduce taxes, extend income to loved ones, and leave a gift to The Oglebay Foundation. Contact your financial planner or Randy Worls at (304) 243-4001.

## *Looking back...*

### **Oglebay's Mansion Museum Not Always Winterized**

Earl Oglebay used it as a summer home! Early Oglebay staff members also used it as summer housing! When it was open to the public for activities and displays from the 1930s through the 1950s, the Mansion Museum was still seasonal. It has only been since 1963 that the Mansion has been open all year. The first major improvements consisted of the installation of a heating system that enabled the facility to remain open year-round and other renovations, including concealed lighting and new exhibit space.

At the time, the late Robert DiBartolomeo, Mansion Museum director, was especially proud of the newly-arrived grouping of Victorian furniture for the first-floor parlor. The upholstered pieces belonged to a Massachusetts woman who first offered them to President John F. Kennedy for use at Blair House, the official visitor's residence in Washington, DC. When Kennedy died before the transaction took place, DiBartolomeo was able to obtain them to display at the Mansion.

Today, the Mansion Museum boasts a vibrant winter season and is very busy during the Winter Festival of Lights. Visitors are treated to festive decorations and an impressive train display.



*It's worth repeating...*

## A Story of Philanthropy

### Friends of Oglebay and The Oglebay Foundation

Friends of Oglebay, organized in the 1980s, is a membership organization for people who share a pride that Oglebay and Wheeling Park are unique and extraordinary. Because our parks depend so little on public tax appropriations, they must rely on revenue-producing facilities and the generosity of many friends and supporters. Friends initially raised funds to start the renovations at Bissonnette Gardens. Presently, annual funds are used to support "Access to the Parks," the program that assures quality recreation experiences to area youngsters who cannot afford the facility fees.

Philanthropy has played an important part in building a parks system that is admired throughout the country. You play an important part in this experience. "The development of Oglebay and Wheeling Park is a story of philanthropy," says Foundation president Randy Worls. "From the beginning, millions of private dollars have been contributed to finance the many improvements that have taken place throughout the years."

The Parks System Trust Fund was established in 1945 to raise money for capital growth. Most of the

(The article above appeared in the Summer, 2003, issue of *Among Friends*. It is a reminder of the importance of your annual gift to The Oglebay Foundation and the philanthropic history of the Wheeling Park Commission. Many thousands of visits to the parks by deserving youngsters through "Access to the Parks" have been funded by your generous gifts. The program has been able to add winter activities to the mix.)

improvements from the mid-forties through the seventies, including the first phases of Wilson Lodge, were made through gifts to the trust fund. It is gratifying to park officials that support from many families who funded projects through the trust fund has continued down through several generations.



Thousands of youngsters participate annually in Access to the Parks, year-round.



In 1986 The Oglebay Foundation was created to allow for more flexibility. Through its planned giving programs, the Foundation is working to raise one hundred million dollars for the endowment fund. This amount would produce about four million a year in annual income for upkeep and maintenance. The Oglebay Foundation now serves as the "umbrella repository" for all private gifts to the parks.

Your annual support through Friends of Oglebay remains very important because it is used where it is needed most and to fund the "Access" program. However, many of you are interested in planned giving options available through the Foundation and we would like to talk with you in confidence. For further information about planned giving and how it can help keep our parks "for everyone forever" call Randy Worls at 243-4001 (local) or 800-624-6988, Ext. 4001.

## Campaign for Future of Our Parks Exceeds \$42 Million

For the past five years The Oglebay Foundation has been in the midst of a major fund-raising thrust called A Campaign for the Future of Our Parks. When the campaign was announced publicly a goal of \$35 million was set, with a significant portion of the dollars earmarked to add to endowments used to maintain park facilities, and the improvement of park programs. The Foundation is pleased to announce that the Campaign is winding down after raising an amount in excess of \$42 million.

A portion of these dollars will be realized through planned giving and future estate commitments. If you or your family wish to be a part of this historic endeavor, so that future generations will enjoy the beauty and recreational and cultural activities so many enjoy today, there is still time. You are invited to contact Foundation CEO Randy Worls – or your own attorney - before the end of the year to get the ball rolling.

Because there are so many unnamed facilities throughout Oglebay and Wheeling Park, this is an ideal time to consider linking a family name or honored name with the proud tradition and vision of our parks. These named gift opportunities range from smaller projects to entire facilities that will benefit from endowment. Just as the name attached to a facility or program will be held in perpetuity, your gift will benefit park visitors for generations to come.

This Campaign is unprecedented for a public parks system. The results show the esteem and pride that so many generous individuals have in our parks. Knowing that Wheeling Park and Oglebay will remain unique and accessible to all in the 21st century honors those early people of vision who started a movement that created one of the finest municipal park systems in the nation, and is a credit to the many benefactors and organizations involved in their growth over the years.

### Help the Parks Now with a Tax-Free Gift from Your IRA

If you act before the end of the year, and are age 70 ½ or older, you can benefit the parks through The Oglebay Foundation by gifting up to \$100,000 from your IRA tax-free. Act now by talking to your tax advisor as this opportunity currently expires on December 31, 2007.

**Support or endow the facility or program of your choice by contacting Randy Worls at (304) 243-4001.**

# Winter Festival of Lights Brightens Park and Community

## *Gardens of Light New Addition to Show*

When Oglebay's Winter Festival of Lights (FOL) began in 1985, park officials looked at the show as a way to boost business during the short days of winter; a way to fill lodge and cottage rooms, and create additional food and retail business during a traditionally slow period. By its second year, the lights festival created an upturn in the economy in the entire region as well. This factor has been the redeeming value of FOL. Retail sales generated by the Festival of Lights in the area accounts for two-thirds of the yearly total. In addition, employment generated by FOL has been substantial.

One of the reasons FOL continues to attract visitors is the addition of new lighted displays every year. The show is never exactly the same. Making its grand debut this year is a Gardens of Light display in the Burton Center. With the additions planned by lighting engineer Carson Williams, the gardens become a four-season spectacle with 150 hanging baskets of light plus

thousands of lighted flowers and trees, animated and choreographed to holiday music. "Williams created such an extraordinary show at the Good Zoo last year that we enlisted his talents again for this year's Gardens of Light display," says Caren Knoyer, director of marketing for the Wheeling Park Commission.

Oglebay's Festival of Lights, now one of the country's largest and best-known holiday light shows, runs from November 8 through January 6. Lights shine from dusk to 11:00 p.m. nightly. A per-car donation is requested and is good throughout the season. Many other activities await FOL visitors at the Mansion Museum, Wilson Lodge, and the Good Zoo. Retail shops are filled to the brim for the season including the Christmas Shop at Speidel Golf Course.

**For further information on FOL, Wilson Lodge packages, and other activities call 800-624-6988 or visit Oglebay's website at [www.oglebay-resort.com](http://www.oglebay-resort.com)**

## Upcoming Events

### November 2007

- 8-30 Festival of Lights
- 10-17 Festival of Trees
- 24 Ski Swap Shop

### December 2007

- 1-31 Festival of Lights

### January 2008

- 1-6 Festival of Lights
- 12-13 Model Train Show

### February 2008

- 15-18 Culinary/Presidents' Day Weekend

### March 2008

- 21-22 Treasure Hunt at Zoo
- 23 Easter Sunrise Service

### April 2008

- 4-6 Antique Show

### May 2008

- 10 Astronomy Day at the Zoo
- 24-26 Memorial Day Celebration

### June 2008

- 11-15 Senior Tennis Tournament
- 14-15 Kalkreuth Roofing Golf Classic
- 20-22 Cornerstone Sr. Golf Amateur
- 21-25 Junior Tennis Classic

The Oglebay Foundation • 304-243-4166 • 800-624-6988, ext. 4166 • [www.oglebayfoundation.org](http://www.oglebayfoundation.org)

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