

THE OGLEBAY FOUNDATION'S
AMERICAN

IDEAL

FALL 2020




Oglebay
FOUNDATION

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



OGLEBAY FOUNDATION STAFF:

Eriks Janelsins – President & CEO - ejanelsins@oglebayfoundation.org

Randy Worls – Chairman Emeritus - rworls@oglebayfoundation.org

Michael Hires – Director, Annual Giving & Communications - mhires@oglebayfoundation.org

Kathryn Kelly – Director, Grants & Proposals - kkelly@oglebayfoundation.org

Cathy Voellinger – Office Manager & Executive Assistant - cvoellinger@oglebayfoundation.org

*The Oglebay Foundation is a 501(c)(3) non-profit corporation devoted to inspiring donors to invest in Oglebay and Wheeling Park. The foundation raises strategic support through donations from private individuals, corporations, and foundation giving. In 2019, the foundation provided \$2.6 million supporting ongoing programs and projects in the parks. **For more information, visit www.oglebayfoundation.org.***



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*Board Members who established the
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Dear Friends,

What an incredible year 2020 has been. We have adapted to new social norms and safety measures giving the things that matter – the connection we share with one another and the world around us – a new, heightened sense of importance.

Oglebay continues to provide our community an oasis, where fortunately a small semblance of “normal” remains. The park continues providing children and the young at heart with opportunities to be energized, hopeful and excited.

Thanks to the dynamic duo of Raina Burke and Jeremy West, who have made **Boo at the Zoo** their mission, the Good Zoo celebrated Halloween in style. Read how these two Friendly City natives raised the bar on their childhood Halloween tradition.

In a year of changes, some are welcome reminders of the parks’ role in enriching life in the Ohio Valley. Wheeling Country Day School has embraced the new Education Center at Wheeling Park in energetic and creative ways, well beyond our vision for the space. Head of School Liz Hofreuter leads her class in Playground Physics and her students’ creativity and ingenuity demonstrate how **Community Partnerships: Working Smart ...**” shatters the idea that four walls equal a classroom.”

Other positive changes, made possible by your supporting the parks you love, have been completed. Improvements abound including the completely refurbished **J.B. Chambers Memorial Ice Rink** (page 20).

The parks thrive as your source of adventure and wonder, with record attendance. In **Oglebay: The Cure for Cabin Fever** some of the increases in park usage over last year are highlighted. Additional records were set at Par 3 up 42% and tennis up 123%. The Good Zoo had a 75% increase in attendance for the month of August. The Oglebay Pool, which closed Labor Day Weekend, had an extra week in 2020. In that extra week more than 1,400 people went for a swim.

Oglebay is more important than ever. 2020’s fall colors were amazing. Festival of Lights is here. This fall’s work in the gardens is complete, ensuring a spectacular, colorful spring. Right before your eyes, Wheeling’s backyard thrives season after season. Thank you for being a part of an incredible year. 🌿

THEN&NOW

//////////////////// Oglebay Through The Years



THE FORMER GUEST HOUSE, NOW OGLEBAY FOUNDATION'S PORCH WAS THE LOCATION FOR THE EARLIEST CONCERTS BY THE WHEELING SYMPHONY ORCHESTRA.

Oglebay continues to be the crown jewel of municipal parks anywhere in the world. Your investments in the Oglebay Foundation ensure that Oglebay will be here for generations to come.

**Submit your family photos to
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)



BOO AT THE ZOO

OGLEBAY'S 40-YEAR HALLOWEEN TRADITION

Raina Burke and Jeremy West have been friends since the age of three. They attended Bridge Street Junior High School and Wheeling Park High School together. Raina left the area to attend college and medical school while Jeremy attended West Liberty University. Raina returned to the area in 2007, married and expecting her first child. The two friends naturally reconnected.

Raina's love of family and friends found outlets in some pretty amazing parties, especially for Halloween. Jeremy has been a volunteer at the Good Zoo since the 7th grade. In 2015 he asked Raina, "Couldn't we do all of this for the Zoo? Take Boo at the Zoo to a whole new level?" Raina jumped right in and this dynamic duo has been decorating the Zoo for Halloween ever since.

"I knew the staff didn't have the budget or the time to give Boo the boost that Raina and I were contemplating. When we offered Good Zoo Director Joe Greathouse the help, he was 100% on board," West said.

Relationships seem to be at the heart of Boo at the Zoo. In 1980 professional colleagues from Oglebay and Fort Wayne, Indiana's Children's Zoo discussed ideas to maintain zoo attendance during the early and mid-fall. Fort Wayne launched the Boo at the Zoo concept the year before. Then Assistant Director Penny Miller asked if she could adapt the idea for Oglebay's Good Zoo. Thus Wheeling's Halloween tradition was born.

Over the years, the Good Zoo's Boo at the Zoo has grown to include a spooky train ride, hay bale creatures (expertly painted by Curator of Animals Mindi White), treat stations, games and costume contests. Initially, the event was held Friday, Saturday and Sunday evenings. With an evening event, lighting the décor took up a lot of time. This year, the event was moved to Saturday and Sunday afternoons, eliminating the lighting challenges. "The change also allowed the event to include the animals. Otherwise they're in their enclosures at night so now the animals are back for Boo at the Zoo," Raina shared.



“COULDN’T WE DO ALL OF THIS FOR THE ZOO? TAKE BOO AT THE ZOO TO A WHOLE NEW LEVEL?”



JEREMY RAINA

To keep patrons safe, a virtual scavenger hunt was added, leading guests through nine stations located along the Good Zoo’s outdoor walking path. Guests unlock clues by scanning QR codes for a chance to win weekly prizes including Zoo admission passes, Animal Encounters and Good Zoo family memberships.

Raina and Jeremy’s friendship is ever present and evident in their great rapport, easy demeanor and shared memories. Jeremy recalls, “You don’t know how big the Zoo is until you take on a task like decorating the whole place. That first year was overwhelming to say the least.” Raina agreed, adding “With lessons learned from

year one, we reached out to friends in the community to sponsor the treat stations. Their added help brought back some of the fun in decorating.”

This year, treat stations are themed with decorations generously provided by Panhandle Cleaning & Restoration, Wheeling Hospital Auxiliary, Wheeling Country Day School, Whisk Bakery, Avenue Eats, Fort Henry Capital, State Farm Insurance agents Laura Bissett-Mull and brother-in-law Noah Mull, as well as Bordas & Bordas, 2020’s presenting sponsor.

Decorating the Zoo is more than a month in the making. The team put in nights, evenings, and weekends to get everything done. And they don't rest on their laurels; every year they want to add something new. A self-described perfectionist, Raina offered, "The theme is important and helps to bring everything together, but there have been many times when we've gotten something decorated and I tell Jeremy it isn't working. We take everything down and start over."

Past themes included "Haunted Pumpkin Patch," "Pirates," and "A Night at the Carnival." This year's theme was more general because changing Covid-19 guidelines presented new challenges. "Every year we try to build our Halloween concepts around family fun," Jeremy observed. "There has to be a balance between cute and fun versus fright-night-scary."

"Boo is the perfect event for these challenging times. It's outdoors, it allows for social distancing and it's fun for the whole family," Raina noted. "Parents appreciate knowing the event is age appropriate."

Jeremy, who is Vice President of Private Banking at WesBanco, takes a week of vacation time each year to make sure Boo

happens. Raina, an Emergency Room Physician at Wheeling Hospital, works one week on, one week off, so while she doesn't take vacation time, she can spend the time needed for hands-on help. Beyond their friends, Raina ropes her husband and three daughters into decorating duty. "Our girls enjoy getting behind the scenes and helping to decorate," she said. "I love that I'm helping maintain a holiday tradition I experienced as a child and that I'm passing the tradition on to them. They've grown up with this event."

Boo is the Zoo's largest fundraiser. At this writing, the first three of four event days this year have set new records. Proceeds benefit the care and conservation of Good Zoo's animals. The event was extended an extra week this year, running the first four weekends of October. Generous support was also provided by West Liberty University, Pepsi and Herr's.

When asked about her love of the Zoo, Raina said, "We make a habit of walking the Zoo after school a couple of times a month. My girls love the Animal Encounters."

Jeremy commented, "We're so lucky that a community the size of Wheeling has a



zoo at all. I love the whole thing. The Zoo is practically in my backyard. I've spent so much of my life here. I've always felt just because it's a small Zoo, doesn't mean it can't be a really nice Zoo."

Another tradition, today's "Rockin' Holiday Light Show," on the Good Zoo's patio has been entertaining families for 40 years. It developed from conversations with friends at Indianapolis Zoo in late December 1980. It was the precursor to the Festival of Lights, celebrating its 35th anniversary this year. 🍂

*Good Zoo Director Dr. Joe Greathouse and
Bordas & Bordas Managing Partner Jamie Bordas*



OGLEBAY COMES TO THE TABLE

DELIVERING 7,000+
MEALS OVER 14 WEEKS

*"We were
honored to act
as a distribution
location for
this important
program."*

Photographs:
MEGAN McCLUSKEY

Governor Jim Justice made feeding all children between the ages of 2 and 18 years in West Virginia a priority during the summer of 2020. Locally, Ohio County Schools (OCS) leveraged its existing Summer Foodservice Program to meet that goal. Normally the program lasts eight weeks, but this year it was extended to 14 as a result of Covid-19 related school closures.

Renee Griffin, Director of Child Nutrition & Wellness for OCS, approached Oglebay to provide and staff one of 12 distribution centers peppered throughout Ohio County. "We were honored to act as a distribution location for this important program," said Herb Faulkenberry, Wheeling Park Commission's Vice President of Sales & Marketing. "We have the space and the staff, so inviting families, especially those living in the northern tip of the county, to come to a familiar and more central location made sense."

Griffin and her team of 18 school employees did an incredible job ensuring that each location was prepared to distribute weekly meal boxes. "My team became a meal-making factory. They had it down to a science. All the food came through the central kitchen at Wheeling Park High School. I created weekly menus, and staff members prepared the meals. From there, drivers took the boxes to pickup locations. It was a big undertaking," Griffin shared.

Each box provided five breakfasts and lunches following the USDA's guidelines and was accompanied by a 1/2 gallon of milk. Oglebay's National Training Center (NTC)

PLANS

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 lasting legacy.

Wheeling Park was created through 170 leadership gifts made in December of 1924, and 96 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 Wors 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.

Earl Oglebay lived on Waddington Farm for 27 years. Betty and Randy Wors have been here for 67 years. They've committed their entire lives to this place. They met in the Park, married and raised their sons here; they built their lives here.

Having devoted themselves to the betterment of the Parks, it comes as no surprise that Betty and Randy would want to invest in the Parks' future with a planned gift from their estate.

On December 20, 2019, President Trump signed the SECURE Act, changing how retirement funds can be transferred to non-spousal beneficiaries. The new legislation requires that retirement funds given to other family members be fully distributed within ten years. The distributions can no longer be stretched over the life expectancy of the beneficiary.

Betty and Randy have established a Charitable Remainder Trust as a way to support their family, and ultimately, the Oglebay Foundation as an Unrestricted Gift that will provide Betty and Randy and the Oglebay Foundation the most flexibility in directing their gift. 🌱



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



COMMUNITY PARTNERSHIPS

WORKING SMART

Photographs:
NEAL WARREN



Everyone who lives in our community is touched in some way by the remarkable organizations that define quality of life in the Ohio Valley. What’s noteworthy is the number of important Wheeling institutions that were founded around 90 years ago: Wheeling Park (1924), Oglebay (1928), Wheeling Symphony Orchestra (1929), Wheeling Country Day School (1929), Oglebay Institute (1930), to name some.

Consider the forward-thinking citizenry of 90 to 100 years ago. Clearly, they embraced the opportunity to advance, grow and shape the community’s future. We are fast approaching a time when no living person will remember this community without these incredible institutions.

That these organizations are partners, supporting one another and looking for creative opportunities to continue to contribute to a vital community is “working smart.”

In that spirit, the Wheeling Park Commission announced in July the creation of a new Community Education Center in Wheeling Park’s Stone Building.

“To maintain relevance in an ever-changing world, it’s imperative that we re-imagine Wheeling Park and develop facilities, activities and programming that complement and enhance our community,” said Wheeling Park Commission President and CEO David Lindelow.

In August, Wheeling Country Day School (WCDS) was the first community partner to move in. “With the school’s progressive, community-centric approach to education, this partnership is extremely fitting,” Lindelow added.



WCDS, an independent school with a public purpose, offers classes from preschool through eighth grade in their branch classroom at the Community Education Center. The beauty of this partnership is how the park becomes an extended classroom for WCDS's students.

"Students engaged actively in their education build deeper understanding of content," said WCDS Head of School Liz Hofreuter. "I love that our partnership with Wheeling Park shatters the idea that four walls equal a classroom."

Playground Physics is an example of a creative curriculum resource that gets

students out of their chairs and moving around while exploring the science of physics. "The program is app based and very easy to use, but almost over stimulating," said Hofreuter. "Our students were so fascinated by the app, that they weren't connecting its capabilities to the various activities and lessons. So we got out of the classroom and into the park to test our theories."

On our visit in late September, WCDS students were studying the physics of swing. "Mini-golf at Wheeling Park doesn't have many bells and whistles," Hofreuter shared. "My hope is that after the students

When asked what he learned that day, Asher Chao, aged ten, said, "We learn from our mistakes, and the mistakes help you to know how to improve so we can do better the next time."

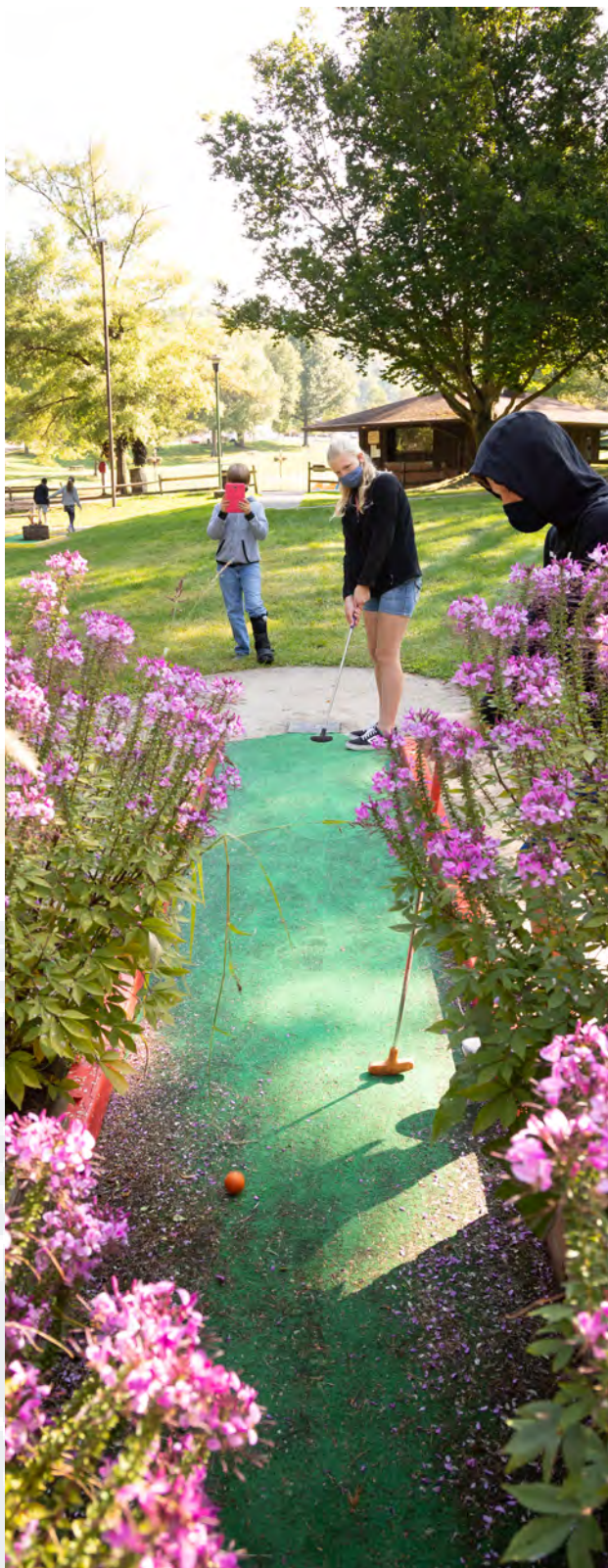


complete their course work, their physics projects could be integrated into designs for a future enhanced course.”

Applying their new knowledge about swing, these students spent their morning playing miniature golf. Don’t be fooled by the activity. They were serious, spending hours talking about intricate theories and hypotheses – looking at cause and effect, outcomes based on different actions, etc. While they set out to conquer Wheeling Park’s course, they were actively debating all sorts of dependent variables including swing velocity, the impact of differing starting points, ricochet trajectories, how to set up testing trials and more.

“No matter if we’re teaching art, English or science, we want our students to apply the analytical tools they’ve learned to consider what their next steps should be. This fundamental way of thinking sets our students on a path to take throughout their lives,” Hofreuter said.

Playground Physics is one of the many imaginative ways WCDS empowers learners in real, tangible ways. Having students engage Wheeling Park as part of an experimental laboratory while learning science is exactly why the Community Education Center was created. 🌿



OGLEBAY FOUNDATION WORKING SMART WITH THE



**WHEELING
SYMPHONY
ORCHESTRA**

The Wheeling Symphony Orchestra's (WSO) first concerts were performed on what is now the Oglebay Foundation's porch. The WSO continues to perform in the park – with the Music Under the Stars concert every Labor Day Weekend.

This year, the WSO introduced SoundBites, a live performance broadcast into Wilson Lodge's Glessner Auditorium. Patrons practice safe social distancing while enjoying a delicious brunch or dinner themed around Maestro John Devlin's musical selections.

FOUNDATION

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"I'm so glad I live in a world where there
are Octobers."

- **L.M. Montgomery**
Anne of Green Gables



OPENING

J.B. CHAMBERS

MEMORIAL ICE

AT WHEELING PARK

THE OGLEBAY FOUNDATION hosted a ribbon cutting ceremony and dedication reception at the newly named J.B. Chambers Memorial Ice Rink in Wheeling Park on September 30th. The event marked extensive renovations that were seven months in the making.

In March, the Wheeling Park Commission began the \$1.35 million transformation of the community's beloved rink into a new, state-of-the-art ice complex and multipurpose resource. As the only public ice facility in the Upper Ohio Valley, the J.B. Chambers Memorial Ice Rink continues to serve children and adults throughout the region. The rink is used by 600 Wheeling Amateur Hockey players, 125 Wheeling Skate Club members, six hockey teams from five area schools, and the 20,000+ general skating admissions each year.

Photographs:
NEAL WARREN

BERS

RINK



Eriks Janelins, Oglebay Foundation President and CEO, thanked the attendees for their continued support of youth recreation in the community. "The partnerships between the city and the county commission made this possible today," Janelins said. "We started with new chillers five years ago, and then last March we totally renovated this space with new concrete, new dasher boards, new interior spaces. Through it all the J.B. Chambers Foundation has been an incredible partner," he added.

Wheeling Amateur Hockey Association (WAHA)'s Dick Riley cut the ribbon. Riley, who has been involved with WAHA for 50 years, explained to the crowd that he remembers when the rink was just a slab of concrete, with no roof or dasher boards. "We skated in the snow and in the rain. ...and we had great times throughout the life span of the rink. But this is the best improvement we've had in years and it's going to be great for the children of Wheeling and the surrounding area," Riley explained.

David Lindelow, Wheeling Park Commission President and CEO; Brann Altmeyer, J.B. Chambers Memorial Foundation Board President; and Josh Jefferson, Executive Director, Regional Economic Development Partnership (RED) joined Riley for the ribbon cutting.

Lindelow thanked everyone in attendance and said it was hard to believe that it was 61 years since the inaugural

dedication of the rink. "From what I've heard from everybody, it just shows how important this ice rink has been for the people of Wheeling for several generations," Lindelow explained. "I'm so proud to be part of this. I'm so proud to continue the tradition and to continue the legacy of Wheeling Park," he added.

Representing the J.B. Chambers Memorial Foundation, Altmeyer said, "They join everyone in celebrating the newly renovated rink. We are honored to be a part of the process."

While contractor Minnesota Ice installed the actual plumbing beneath the rink surface, crews with Rink Systems Inc. of Albert Lea, Minnesota, precast all the anchors in the rink before Double J Concrete & Masonry of New London, Minnesota, poured the actual concrete. The ice rink refrigeration system includes approximately seven miles of piping beneath the concrete floor.

The rink's 18-week window of operations from October to March makes it the most-used facility in the park. 🌱

THANK YOU TO OUR DONORS & PARTNERS

*JB Chambers
Wheeling Amateur Hockey Association
Wheeling Skate Club
Regional Economic Development Partnership/
Wheeling Nailers
Hundreds of friends of the Wheeling
Memorial Ice Rink*



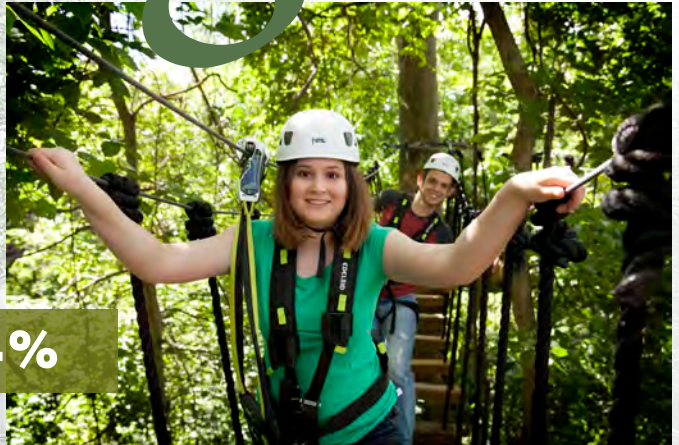




Oglebay



UP **74%**



UP **111%**



UP **348%**



Y THE CURE FOR CABIN FEVER

It's challenging for Ohio Valley residents to explain or identify what it is about Oglebay that makes such a profound impact on our lives. Maybe we take the familiar for granted. Maybe it's so ingrained in how we define living here that Oglebay just simply is part of who we are.

This year, things were different, no doubt an understatement. But no matter how many times we hear about the unprecedented circumstances of 2020, it underscores the importance of family, friends and community. All of those elements are woven into what Oglebay is to those of us who are lucky enough to call this area home.

Oglebay has been one of the few places that remained accessible and safe as this summer's high attendance numbers demonstrated.

Activity wristbands were available from Memorial Day through Labor Day and covered admission and equipment for all Schenk Lake activities (mini golf, aerial challenge course, pedal boats and fishing), the Oglebay Pool & Fountains of Fun Splash and Spray, the Good Zoo and train, Oglebay Institute's Mansion and Glass Museums, tennis, par-three golf, and mountain bike rentals.

Comparing sales year over year, **wristband sales were up 282%**, just shy of four times the number of bands sold in 2019. Looking at individual areas of the park, the **aerial challenge** course had a **74% increase in attendance** this summer; **pedal boats had an increase of 111%**; **mountain bike rentals were up 348%**.

Director of Park Operations Mike Potts attributed the park's 2020 summer success to a variety of conditions including little rain, Sunday 1/2 price wristband sales, and a desire for families to get out. Potts shared, "The community was looking for somewhere to go that was safe, where the whole family could have fun. Oglebay was the answer for so many. The park really looks great and all of our guests have commented on how much it means to them that Oglebay is in their backyard."

Oglebay has much to be thankful for – great community support, traditions that cross generations, and incredible facilities, programs and activities to name some. Residents may not be able to articulate what makes Oglebay at the center of life here in the Ohio Valley, but their engagement says it all. 🌱



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