



2004 ANNUAL REPORT

Thunderbird Annual

Restoring an Important Lake Tahoe Treasure



Restoring Whittell's wet bar in the Old Lodge began in 2004.

The Thunderbird Lodge, built by eccentric San Francisco millionaire George Whittell, Jr. between 1937 and 1940, stands today as a significant cultural landmark in the early development of Lake Tahoe.

In 1936, Whittell purchased 40,000 acres of east shore property, including 27 miles of prime lakeshore stretching from Cal Neva to Zephyr Cove. Though his original intention was large-scale development, when he finished building the estate, Whittell changed his mind and decided to enjoy his privacy. He held onto this land for three crucial decades which greatly aided in slowing development efforts on the Nevada side of the Lake.

George Whittell's gift to the people of Nevada and the millions of visitors to Lake Tahoe is the unsoiled landscape that was part of his original landholdings and still exists today. The private non-profit Thunderbird Lodge Preservation Society is dedicated to preserving and interpreting a small part of Whittell's legacy, his Lake Cottage on the eastern shore.

In November 2000, the Thunderbird Lodge (Whittell Estate) was added to the National Register of Historic Places and deemed worthy of restoration and preservation.

The National Park Service defines restoration as: The act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period in time by means of the removal of features from other periods in history and reconstruction of missing features from the restoration period.

Preservation is defined as: The act or process of applying measures necessary to sustain the existing form, integrity and materials of an historic property.

Restoration work at the Whittell Estate is guided first and foremost by interpretive goals. Interpretation is defined as an attempt to "create understanding." Through interpretation, visitors to the Thunderbird Lodge achieve an understanding of what the site can reveal about the importance of individuals, events, a way of life, and cultural tastes of the past. Interpretation at the Lodge is defined primarily by the Whittell Historic District's Period of Significance, 1936 -1940, and secondarily by the dates of occupancy by George Whittell, 1938 - 1969.

The restoration process at Thunderbird Lodge Historic Site follows a generally accepted three-phase preservation approach. This includes investigation, deconstruction, and finally restoration. With the interpretive period defined as 1936 - 1940, the Society is undertaking a series of restoration projects. Restoring Whittell's wet bar in the Old Lodge is a visible project begun in 2004.

The investigation process revealed that the Society possessed the original wet bar used by George Whittell. This was removed by the Dreyfus family during their tenure

Our Accomplishments in 2004: Moving Forward in Stewards Service and



In alliance with our strategy for growth, the Society undertook the following projects in our three tactical divisions directly related to the Strategic Plan:

Stewardship of the Historic Site

In early 2004, the Society began the development of an exciting Master Plan for the Thunderbird

Lodge Historic Site. The plan defined restoration and preservation needs for all aspects of the property including architecture, infrastructure, landscape, and our interpretive program. Highly qualified consultants along with our in-house Master Plan Team gathered information by investigating, recording, and analyzing the condition of our buildings, structures, and landscape, as well as reviewing our interpretive materials and organizational documents. The team then created a plan for undertaking preservation and interpretive projects in the future by defining priority work and assigning related costs to these projects. The final report, which outlined a three-phase approach and just over \$11 million in projects to achieve our new vision for the property, was presented to the Board in February 2005.

Trained preservation and restoration professionals worked in 2004 on buildings (exterior and interior) and grounds projects such as replacement of rotten and damaged wood in the Old Lodge; painting trim work on many Lodge buildings; restoring electrical wiring and lights to outside structures; rebuilding masonry stairs, pathways, the waterfall lower pond wall, and Old Lodge patio; and the removal of ivy and other non-native plants from the historic landscape.

Service to the Public

To effectively serve the public, the site must be accurately interpreted and presented in a manner that is educational and inspiring. To this end, an audio CD, containing historical and contextual information, was created to educate visitors during the shuttle bus ride from Incline Village to the Lodge. This audio tour will be continually updated as new information is uncovered. Oral histories were obtained from the descendants of two caretakers who lived on the property during the era of George Whittell. Our summer lecture series presented four educational talks with invited guests who shared relevant historical information with Society members and volunteers.

Thanks to a grant from the Snow Foundation, the Society was able to employ four interns, all graduate students or recent graduates in museum studies and historic preservation, to assist with interpretation and collection management. These interns contributed 1600 hours to cataloguing and documenting historic artifacts and photographs, and to documenting the condition of the buildings and landscape structures.

An exhibit was created in the Card House; interpretive signage added in the basement servants' quarters; and authentic additions made to period rooms with more artifacts placed on display. In the absence of the Thunderbird yacht from the boathouse during the summer season, two historic wooden boats were loaned to the Society by TLPS members Tom and Julie Williams.

On the ghostly side, paranormals from Sacramento, South Lake Tahoe, Chicago and London visited the Lodge to investigate and record electronic voice phenomenon (EVP) of spirits present on the Estate. A resulting television program was created and broadcast in the UK and a special Halloween program and public tours were undertaken for the second year in a row here at the Lodge.

Sustaining the Preservation Society and the Site

In 2004, the Society met all necessary expenses with income received through programs, fundraising and donations. The 2004 financial statement showed a noteworthy increase of \$173,000, 28% over the previous year. Grant funding was received in the amount of \$164,000. Museum store income rose by 22%, while

hip, Sustainability

membership increased by 21% from 2003. In-kind donations were valued at \$35,500.

A series of wine dinners with local chefs and fine wines brought increased awareness and new members to the Society and contributed to our fundraising income. An endowment policy was in place by November 2004 with initial donations of \$2,000 secured for the Society's endowment.

Collaboration with five other historic sites at Lake Tahoe resulted in the joint production of a marketing brochure, the "Magical History Tour," designed to promote the local historic sites as a package and create awareness of the rich history of Lake Tahoe.

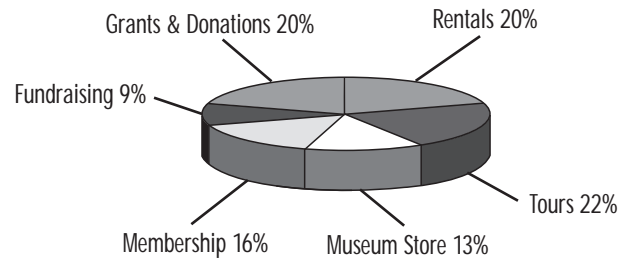
Representatives of guest services and tourism industries were invited for two days of familiarization tours designed to increase the number of visitors these groups could introduce to the site. The public tour schedule was expanded to seven days a week during high season, June through September, and new ways to visit the Lodge were explored with the inception of kayak paddle tours. As a direct result of these marketing strategies and press coverage in more than 30 newspapers, magazines and television programs, visitors to the Lodge numbered just under 10,000 in 2004.

A goal of increasing strong leadership by broadening the scope and effectiveness of the Board of Directors resulted in six new Board members who joined in 2004. The Board, now numbering fifteen, comprises a broad representation from the Tahoe Basin, California and Nevada and a diversification of professional backgrounds, financial and social circles. The TLPS staff continues to offer positive and purposeful leadership.

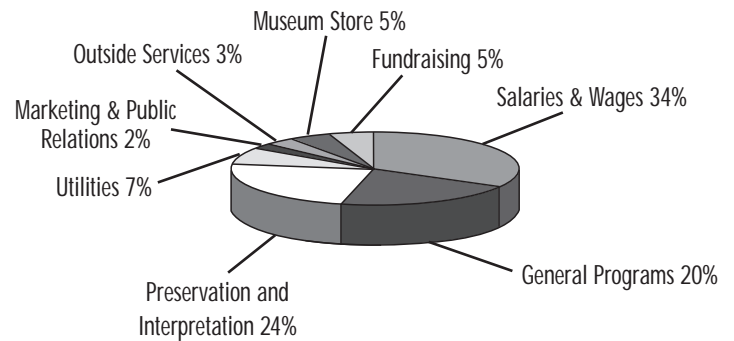
The Society continues to realize its vision by following our two important roadmaps: the Strategic Plan for the organization and the Master Plan for the site. These documents, along with the commitment of our Board of Directors, staff and volunteers, and the support of our members, community and visitors, allow the Society to continue our mission of preserving and interpreting the Thunderbird Lodge.

Financial Statement 2004

Total Income: \$591,987



Total Expenses: \$577,863



TLPS Creates a Roadmap for the Future

In late 2003, the TLPS Board of Directors, staff, volunteers and community members embarked on the development of a three-year Strategic Plan to provide preservation stewardship, education and public service, and non-profit sustainability for the Lodge. This Plan's development began with an internal needs assessment followed by input from three community focus groups, and then the direction confirmed at the Board retreat in February 2004. TLPS has recently completed its first year of this three-year Strategic Plan.

The vision for the Lodge as defined by the Strategic Plan is for a dynamic site that provides historical, cultural, and environmental education to a geographically large and diverse public. Through thoughtful and instructional interpretation, the public will be able to appreciate the natural magic of the Lodge in attractive, secure buildings and grounds.

The Thunderbird Lodge Preservation Society believes strongly in preserving and presenting the site for future generations and in sharing the stories of George Whittell and what happened at the Lodge. By revealing connections and bridging the distance between the past and the present, the Society will teach an ethic of cultural stewardship that allows individuals to contemplate and make informed decisions regarding the future of our natural and built resources. The Society believes our interpretation is key to the visitors' experience and we strive for a quality presentation that follows established professional non-profit and museum standards.

Six goal areas were defined within the Strategic Plan and include: buildings and grounds preservation, advancement, interpretation and collection management, marketing and public relations, financial management, and leadership. The plan identifies and describes more than 100 objectives with measurable standards in each goal area, and provides the roadmap and future direction for the Society.

Volunteers...

We Couldn't do it Without You!

The Society is fortunate to have a large and dedicated group of volunteers. At the close of 2004, the volunteer Thunderbirds numbered 80 and contributed 5,528 hours of service to the Society. This valuable time is equivalent to 2 full-time and 1 part time staff positions, and would require an additional payroll of \$99,504 (if translated into the average hourly volunteer wage of \$18 per hour.)

Almost half of the volunteers maintain regular schedules and perform specific duties. They operate in all program areas, including administration, building maintenance, docents, event hosting, gardening, and special events. All volunteers receive continual training in site interpretation and operational procedures.

Volunteer support is an essential sustaining element of the Thunderbird Lodge Preservation Society's programs. New volunteers are always welcome. If you are interested in becoming a Thunderbird, please call the office at 775-832-8750.

Volunteers with 50+ hours in 2004:

Mike Aiello	Kathleen Gardiner	Sherry McConnell
Hal & Sue Bernheisel	Jean Hamilton	Jo McGrail
Bev Buckley	Betty Harriman	Marian McNulty
Sandy Campion	Diane Hudson	Lil Norton
MJ Cross	Nancy Joslin	Tricia Rebuck
Jay Dahm	Anne Keast	Ron & Elly Stickney
Bill Dohrmann	John Kirby	Nancy Wade
Penny Dupin	Karen Logan	Diane Weidinger
Jim Egan	Tom & Mary Jo McAllister	Bruce Wright

Foundation Gifts 2004

E. L. Cord Foundation
 John Ben Snow Memorial Trust
 Lake of the Sky Garden Club
 Margaret P. Stevenson Foundation
 National Park Service
 Nevada Commission on Cultural Affairs
 Nevada Commission on Tourism
 Reno/Sparks Convention & Visitor's Authority
 Robert Z. Hawkins Foundation
 Tahoe League for Charity
 Tahoe Yacht Club
 Truckee Tahoe Community Foundation

Annual Gift Donors

Clyde Beffa	Mr. & Mrs. Mark Kimbrough
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Mr. & Mrs. George Biddle	Robert Lee
Bob Bowles	Mr. & Mrs. John Linneman
Mr. & Mrs. Bob Lee Brockinton	Karen Logan
Paul & Carolyn Burkett	Karine Loyon
Bill & Kathy Cherry	John & June Phillips
Jan Colyer	Mollie Sinclair
Linda Dyer	John & Monica Slansky
Charles & Ann Johnson	Manny & Marge Sylvester
Mr. & Mrs. Bob Keast	Vernon Waltz

 Cut along dotted line, fold if necessary, enclose in envelope along with check for membership, return to address below.

- Membership Renewal Gift Membership Annual Gift*

*Annual gift is a special gift of support, over and above annual membership.

Individual Giving the Gift (or individual renewing membership)

Name: _____

Mailing Address: _____

City, State, Zip: _____

Choose the Gift You are Giving

(or membership you are renewing)

- | | |
|---|---|
| <input type="checkbox"/> Individual \$50 | <input type="checkbox"/> Benefactor \$500 |
| <input type="checkbox"/> Family \$100 | <input type="checkbox"/> Thunderbird Bronze \$1,000 |
| <input type="checkbox"/> Supporter \$150 | <input type="checkbox"/> Thunderbird Silver \$3,500 |
| <input type="checkbox"/> Patron \$250 | <input type="checkbox"/> Thunderbird Gold \$5,000 |
| <input type="checkbox"/> Annual Gift \$ _____ | <input type="checkbox"/> Lifetime Membership \$25,000 |

Individual or Family Receiving the Membership

Name: _____

Mailing Address: _____

City, State, Zip: _____

Telephone: _____

Email: _____

Please return this form, with your check, to:

Thunderbird Lodge Preservation Society

P.O. Box 6812
 Incline Village, NV 89450

For more information on the annual gift and the benefits for each membership category, please contact us at 775-832-8753.

The Thunderbird Lodge Preservation Society is a 501(c)(3) non-profit institution eligible to receive tax-deductible contributions.

Members...

Our Most Valuable Asset

We value our members and hope that you will become one by joining the Thunderbird Lodge Preservation Society. If your membership has lapsed, please take the time today to fill out and return the form on the reverse side. If you are a current member, we are grateful for your support and hope that you will pass on this Annual Report to a friend and encourage them to join. Together we work to preserve one of Lake Tahoe's significant cultural treasures.

Current Members:

Life

Tony & Bonnie Addario
Arthur Lund

Gold

Nancy Binz
Mr. & Mrs. John Dollens
Mr. & Mrs. Mike Garton
Charlie & Diane Kinney
John Lewis
Bill & Carol Meehleis
Mr. & Mrs. Richard Patsey
Peninsula Community Foundation
Dr. & Mrs. Delwin Roy

Silver

Mrs. Cory Ritchie

Bronze

Sue Belcher
Kathryn Bondoux
Paul & Carolyn Burkett
Mr. & Mrs. Darin French
Joan Gibb
Mr. & Mrs. Fred Hamilton
Sheri Pohle
Larry Tiller
Dorothy Towne Foundation
Bill Watson

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Hyatt Lake Tahoe
John & Sharon Kirby

Charles & Ann Johnson
George & Sherry McConnell
Mr. & Mrs. Tom Menning
Mr. & Mrs. Roger Norman
Mr. & Mrs. Larry Soletti

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Mr. & Mrs. Pete Sturtevant
John & Christine Worthington

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Campodonico
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Mjr. & Mrs. Harry Don
Jim & Joy Egan
Horst Essl & Jean Richmond
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Jim & Nancy Fell
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Danielle Hicks
Jim & Marge Jones
Steve & Ann Jones
Nancy Joslin
Evan & Sara Larson
Mr. & Mrs. John Linneman
Mr. & Mrs. Michael Mann
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Bill & Judy Mayorga
Tom & Mary Jo McAllister
Craig & BJ Miller
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Don & Judy Morrison
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Emilie Oliver-McClure
Dr. & Mrs. J. Curtis Orr
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Rich & Nancy Pratt
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Scott & Judy Rodda
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Mr. & Mrs. Ron Schlegel
Michelle Schmitter
Larry Schultz
Mr. & Mrs. Bill Shaw
Jon & Amy Smith
Winnie Smith
Al & Jo Sperry
Jim & Janet Steinman
Ron & Elly Stickney
Dr. Frank Stokes
Manny & Marge Sylvester
Mr. & Mrs. Carl Thoms
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Dr. Louise Tyrer
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Jim Walsh
Mr. & Mrs. Tom Williams
Mr. & Mrs. Dick Wilson
Mr. & Mrs. Mark Witherwax
Don & Dottie Zito

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Paul Anderson
Terrie Andrews

Janet Ashmore
Ann Berkebile
Milton Champas
Nancy Chandler
Marin Cortese
Mary Lou Crane
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Lynn McGinty
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Peg Murphy
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Scott Pool-Krieger
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Roger Reinke
Lockett Roach
Camille Rogers
Frank Rosenbach
John Ross
Mollie Sinclair
Mr. David Slusarenko
James Tucker
Vernon Waltz
Dora West

Corporate

Dickson Realty, Inc. -
Greyhound
NW Line Constructors -
Elephant

TLPS makes every attempt to keep accurate records, please contact us regarding any accidental omissions.

