# THE HOUSE OF THE SEVEN GABLES

To preserve, share and continue the American story



# A Message from our Leadership







Patricia Fae Ho President of the Board of Trustees

It is truly an honor and a responsibility for The House of the Seven Gables to preserve, share, and continue the American story. This is our mission, one we embrace with pride as we recall marvelous stories of people and events that have formed The Gables' legacy.

Caroline Emmerton, a trailblazing community leader and philanthropist, envisioned a novel business model combining historic preservation and social work. She purchased and renovated the 1668 Turner-Ingersoll mansion, famous for its connection to Nathaniel Hawthorne's novel *The House of the Seven Gables*, and raised funds to pay settlement workers to help immigrants in Salem acclimate to their new lives. As programs expanded, so did the campus with the addition of several other historic houses. Miss Emmerton specified in her will that The House of the Seven Gables and the Hooper Hathaway House should always remain open to the public.

The House of the Seven Gables' museum campus is important not only to our local community, but also our nation. The site's exceptional ability to illustrate the heritage of the United States earned it National Historic Landmark District status in 2007. This designation is given only to those sites with the highest level of historic integrity and authenticity.

In 2019 we created exciting opportunities to engage our communities in the examination of our rich history. We also held substantive conversations on timely topics. This report shines a light on some of that work. We look back with gratitude to our staff, members, volunteers, and guests for all that they did to support our programs.

With its inspiring beginning and continuous evolution, The House of the Seven Gables Settlement Association has remained true to its mission. Fortified by its altruistic founding, it remains resilient and adaptive as it navigates unpredictable challenges ahead. We can only weather these uncertain, anxious times with your support, participation, and commitment.

We look forward with gratitude — to our friends, donors, supporters, dedicated Trustees for their wisdom, and to our remarkable and stalwart staff for their commitment to The Gables through all circumstances. The legacy of The Gables relies on each of us!

With appreciation,

# **Board of Trustees**

KaroMfaughein Catucia Dae Ho

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## Who We Are

### **VISION**

To preserve, share and continue the American story.

### **MISSION**

To be a welcoming, thriving, historic site and community resource that engages people of all backgrounds in our inclusive American story.





### **VALUES**

We value Caroline Emmerton's founding mission of preserving the legacy of our site to sustain our Settlement programs for local immigrants.

We value our designation as a National Historic Landmark and the preservation of our buildings, collections, and gardens.

We value the literary legacy of Nathaniel Hawthorne.

We value being a center of and for the community.

We value education as a central tenet of our programming.

# THE HOUSE OF THE SEVEN GABLES' YEAR-ROUND STAFF

Kara McLaughlin
Executive Director

Julie Arrison-Bishop

Community Engagement Director

Susan H. Baker Collections Manager

Bruce Campbell Caretaker/Groundskeeper

Deb Costa Special Events Manager

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Visitor Services Specialist and
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David Moffat
Visitor Services Specialist and
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Brian Payne Preservation Carpenter

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Museum Store Manager

Jacqueline Valatka *Business Manager* 

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Biana Mercado, Hannah Pearl Cajobe, Naomi Sanchez *Childcare Providers* 

Connie Barlow, Alex Berube, Judy Bircher, Geneva Cann, Will Demick, Any Gonzalez, Jeff Horton, Betsy Hyam, Michael Judd, Lehan Morley, Julie O'Meara, Lindsey Philbrook, Donna Ryan-Snow, Rebecca Sweet, Peter VanDeBogert Year-Round Store Staff and Interpreters

## POP Culture

# **Looking Back at 2019**

by Julie Arrison-Bishop



Guests enjoying the opening night reception of *POP! Goes The Gables* 

Our annual exhibition, *POP! Goes The Gables*, opened on April 5 to the delight of members and guests. Attendess enjoyed a reception featuring pop icons, swizzle stick party favors, and a 1978 Gables-themed computer game, originally designed by Greg Hasset. Throughout the year, our exhibition and public programming focused on the impact The House of the Seven Gables and Nathaniel Hawthorne's novel have had on popular culture through media, such as film, comics, and television. The series examined the relationship between popular culture and identity, particularly the contributions made to American popular culture by immigrants. The nineteenth and twentieth centuries saw the rise of mass forms of communication, such as daily newspapers, magazines, film, radio, and television. At the same time, The House of the Seven Gables rose to cultural prominence. Hawthorne's novel has been drawn upon, again and again, appearing in many forms of media over the last 168 years. Our hope

was that visitors left with a sense of *The House of the Seven Gables* as an American cultural touchstone from the mid-nineteenth century to the present day.

The House of the Seven Gables was fortunate enough to be one of 32 sites nationwide selected to host a new program titled "Becoming American: A Documentary Film and Discussion Program on Our Immigration Experience." In partnership with Salem State University and the North Shore CDC, we showcased six community programs featuring documentary film screenings and discussions led by Salem State University scholar and moderator Professor Elizabeth Duclos-Orsello. The program encouraged an informed discussion of immigration issues against the backdrop of our country's immigration history.

The Seven Lectures at Seven Gables series did not disappoint! From the 1968 music revolution in Boston to the history of the emoji, lecture attendees learned about a variety of topics related to pop culture. Of note was the talk by Professor Robert Thompson of Syracuse University. Using Salem's "Bewitched" statue, he navigated the history of the television show and the growth of tourism in Salem — helping places like The Gables remain in the public's consciousness.

The Gables partnered with several community organizations in 2019. Two Instameets were held at the site — a spring event with ArtWeek Boston and a fall event with Essex Heritage's Trails and Sails initiative. The second annual *Enduring* 



2019 Instameet End Result: Image by "History by the Sea"



Jennifer 8. Lee presents her lecture on emojis.

Hawthorne event hosted by the Salem Maritime

National Historic Site brought Hawthorne enthusiasts together for a nearly 11-hour reading of *The House of the Seven Gables* on our harborside lawn.

So much was learned throughout the year. We discovered that Hawthorne's tales appeared on film in 1910, 1940, 1963, and 1967. The book was also featured in multiple *Classics Illustrated* graphic novels between 1948 and 1970. Hawthorne's work sparked radio readings, plays, and even an opera. Its most recent incarnation is a stop-motion animated short film released in 2018 by filmmaker Ben Wickey.

Nathaniel Hawthorne remains an icon of American literature in the same way our historic site shapes the American story.

## **Collections Corner**

by Susan H. Baker

The House of the Seven Gables Settlement Association is more than a collection of historic buildings and furnishings. The rich human history of the site has resulted in an outstanding collection of written material, photographs, videos, and film that is varied, unique, and significant to the interpretation of the site and area. This historic material — the Archives Collection — is comprised of documents including some of Caroline Emmerton's original handwritten papers, Nathaniel and Sophia (Peabody) Hawthorne's letters, Settlement-related photographs, oral histories, a slew of books (including many first editions), and much, much more.

We host over 100,000 visitors a year and receive many requests from the public, students, scholars, and publications for access to our collections and archives. Currently, access to archives information is limited due to the lack of an organizing framework and appropriate documentation. Adding to that, the archives are not housed in an easily accessible location.



A view of the state of archives

In 2019 The Gables was awarded a grant by the Massachusetts State Historical Records Advisory Board

(SHRAB) for a strategic assessment and program review as a step towards our goal of establishing a robust archival program that adheres to best practices.

SHRAB findings are helping us plan the next steps in establishing policies and organization that will enable us to:

- Care for and store the material according the latest archival standards.
- Inventory and process the material so we know what we have, where it is, and what it's related to.
- Work with board members to create a detailed archival policy, including guidelines for how born-digital and institutional records are managed.
- Establish well-monitored environmental controls.

We are in the very early stages of establishing intellectual control over the archival collection. Stay tuned — there will be much more to share as we embark on this multi-year project!





(Top) Moldy books awaiting emergency conservation (Bottom) Not a pretty picture — poorly maintained and disorganized archives

## **Visitation Highlights**

The House of the Seven Gables is proud to be a welcoming, thriving, historic site and community resource

## People from these countries visited our National Historic Landmark Site in 2019:

Costa Rica Argentina Israel Australia Italy Cyprus Austria Czech Republic Japan Bahamas Denmark Lebanon Equador Mexico Belgium Bermuda France Netherlands New Zealand Bhutan Gambia Brazil Germany Norway Cambodia Holy See (Vatican) Panama Hong Kong Canada Paraguay Cape Verde Poland Hungary Chile Iceland Portugal China India Romania Colombia Ireland Russia

Singapore
Slovakia
South Korea
Solomon Islands
Spain
Sweden
Switzerland
Taiwan
Thailand
United Kingdom
United States
Uruquay





# In 2019 we hosted 109,386 visitors from all 50 states and 53 countries

Our tour is translated into eight languages and is available in both a written and an audio format. Our marketing brochure is also translated into these languages:

Brazilian Portuguese • Cantonese • French • German • Italian • Japanese • Mandarin • Spanish











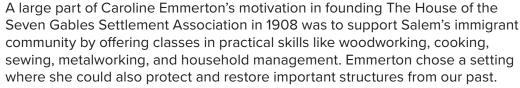




# 6,200 students from 191 schools, 21 states, and 5 countries attended field trips and educational programs

## A Tradition of Trades







Our historic trades demonstrations are another chapter in our long story of both education and preservation. Without proper care, practical knowledge can rot away just as easily as an old building. By inviting artisans to demonstrate skills that defined life in past centuries, we are doing our part in preserving these techniques for generations to come. This year, our guests delighted in learning about rughooking, woodworking, hand-sewing, food preservation, butter-making, printing, engraving, and crafting items from horn.

## FROM NAUMKEAG SETTLERS TO SALEM SHIPPERS

During our longest-running and best-attended educational program, students in grades 3-5 experienced how different it would be growing up in early New England. Their focus was on the lives of three children living in Salem during the 1600s, including Joan Sullivan — an indentured servant laboring for the Turner family in the 1670s. Through an introductory slideshow, handson activities, and a tour of the mansion, students learned about work and play in Colonial New England. We offered this program



to Salem third-grade classes for free in 2019.

### **WORLDWIDE TRADING GAME**



Designed for students in grades 5–8, this interactive program allowed

students to experience the successes, failures, and realities of trade in the Atlantic during the 17th and 18th centuries. Through hands-on role play as different merchant groups from around the Atlantic world, students traded commodities, calculated price changes, and learned the rules of supply and demand. Along the way, they discovered how this maritime system was dangerous, exciting, and unfair. While men like John Turner I were able to build large mansions from massive maritime fortunes, many in the system lost their wealth, their freedom, or their lives. In 2019, we introduced redesigned game play materials and offered this program to Salem fifth-grade classes for free.

### **NAVIGATING WITH BOWDITCH**

Focusing on the work of Salem's own Nathaniel Bowditch, a mathematician, astronomer, and author of the best American book on navigation of his time, this program highlights international trade during the early 19th century. Students in grades 5-8 used their skills in math, history, and observation to navigate their way through hands-on learning experiences, including using a compass, calculating import duties, and charting a course. During their 'voyage' they discovered that math and technology played a large role in keeping sailors safe and making shipping profitable. We offered

this program to Salem seventhgrade classes for free in 2019.



# A Documentary Film and Discussion Series on our Immigration Experience



Throughout 2019, The House of the Seven Gables hosted a series of six documentary film screenings, followed by a dialogue with Dr. Elizabeth Duclos-Orsello, professor of American Studies at Salem State University. These screenings were designed to encourage an informed discussion of immigration issues against the backdrop of our immigration history.







## In addition to the *Becoming American* program, we served:

- Thirty-three students in Caribbean Connections, a five-week summer enrichment program that aims to help Salem students and their families discover untold stories and hidden connections between Salem and the Caribbean.
- Over 172 students striving to learn English and acquire US citizenship received 123 hours of instruction in our Adult ESL and Citizenship preparation classes.

### **Comments from Participants**

Fantastic film and program. Film hit everyone in our discussion group at so many different levels. Well planned format and questions. Thank you!

The immigration issue is so important at this point in the US. The stories need to be told about hardworking families and contributors to this country.

I know the struggles our immigrants suffer to get here and succeed. I am an immigrant and educate myself to be successful.

The discussions are a good sign that there is hope for our current political climate.

I love this immigration film series and I hope it continues for years to come!

Well organized. Nice use of videos. Great information on history of immigration issues.

The discussion questions were thought-provoking and led to very interesting discussions in the small groups. Much better approach than traditional lectures!

Spirited discussion and topical subject.

I learned a lot from the film and group discussion.

## **Community Service**

The House of the Seven Gables proudly supported local community organizations and nonprofits, including those listed below, with in-kind donations of space, tickets, and staff volunteer hours.

Beverly School for the Deaf Bishop Fenwick School Briar Barn Inn

**Bridge Street Neck** 

Neighborhood Association Cape Ann Chamber of Commerce **Danvers Art Association Destination Salem Destination Salem** 

Discovery Museum **Endicott College Essex North Shore PTO** 

Friends of Hathorne

Greater Lynn Senior Service

Groundwork Lawrence Haunted Harmonies

Hawthorne Hotel Historic Derby Street

Kay Ellis Memorial Scholarship Fund

LGBT Asylum Task Force Lifebridge Northshore

Lucius Beebe Library Service Massachusetts History Day

Metheun Festival of Trees

New England Museum Association North of Boston Convention

& Visitors Bureau

North Shore Community

**Action Programs** 

North Shore Community Health North Shore Habitat for Humanity

North Shore Music Theatre

Northey St. House

Northshore Unitarian

Universalist Church

Over the Rainbow

**Rockport PTO** 

Rug Hooking Guild

Salem Art Association Salem Children's Charity

Salem Education Foundation

Salem Main Streets Salem No Place for Hate

Salem Film Fest

Salem High School

Salem Main Streets

Salem Park and Recreation

Salem Sound Coastwatch

Salem State University

Saugus Youth Soccer

The Phoenix School

The Welcome Project

Witchcraft Heights Elementary

School

## **In Kind Donations**

We are grateful for the in-kind support we received from the following individuals, businesses, and non-profit organizations.

Adriatic Restaurant

Alma Fusion Restaurant American Writers Museum

Anton Andresen

Appalachian Mountain Club

Arbella Insurance Banville Optical, Inc.

Benson Gallery **Boston Crawling** 

**Boston Harbor Cruises** 

**Brew Box** Briar Barn Inn

Cape Ann Museum Cha Cha La Mer

Cheese Shop of Salem

Congressman Seth Moulton Cutting Edge Hair Studio

Cynthia August

Dal Mare Davio's Restaurant Don & Irene Axelrod Ellis Square Social

Essex National Heritage Area Fairfield Inn and Suites Far From The Tree Cider

Feather and Wedge Ferreira Foods Catering Finz Seafood & Grill Gaslight Restaurant

Goodnight Fatty

Gourmet Delights Catering

**Greg Coles** Harbor Sweets

Hawthorne Hotel

Henry's Market Place Highrock Church

Historic Beverly

**Huntington Theatre Company** 

In the Game in Peabody Institute of Contemporary Art International Tennis Hall of Fame

Ipswich Ale Brewery

Isabella Stewart Gardner Museum

James Bostick

John Casey & Paul Pinto

John Wathne

Jolie Tea Company

Julie Arrison-Bishop & David Bishop

Kernwood Country Club

King's Bowling

Kokeshi

Laura Lanes Skin Care

Ledger

Long's Jewelers

Lord Hobo Brewing Company

Lowell's Boat Shop Lynn Murray Mane and Mani

Matadora

Michael Milczarek

MIT Museum

Moon Hollow Salem

Museum of Science New Bedford Whaling Museum

Nichols House Museum

Nicole Gakidis

& Jeffrey Huebschmann

North Shore Music Theatre

One Hope Wine Paper Source

Paul Revere House

Peabody Essex Museum Phoenix School

Privateer Rum

Red Mountain Resort

Rekindled History Robin Woodman & Joan Brennan

Robyn Kanter

Rockport Music Theatre

Root NS, Inc.

Rotch-Jones-Duff House

& Garden Museum

Rumson's Rum Safelite Auto Glass

Saftey Insurance Salem Film Fest Salem Food Tours

Salem Marine Society

Salem Waterfront Hotel & Suites

Salem Wine Imports

Sea Level Oyster Bar

Serenitee Restaurants Sheila Billings

Sky Zone

Smith & Wollensky Restaurant Group

Sofitel Hotel

Soma

Stella's Restaurant and Wine Bar

Susan H. Baker

Susan Bissette Thai Place

The Cabot

The Castle: A Board Game Café

The Crane Estate

The Event Company

The Inn at Castle Hill The Journeyman Press

The Marble Faun Books & Gifts

Timothy S. Hopkins Catering

Total Wine

Towne Barre Marblehead

Vinwood Caterers Warren Shreve When and If

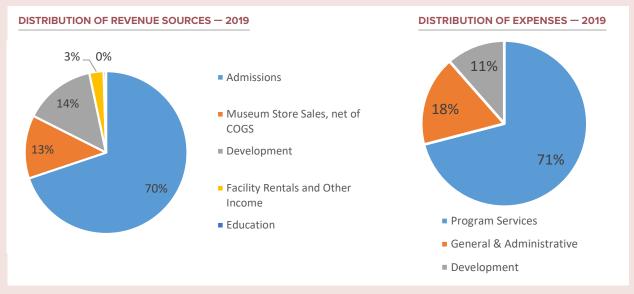
X1 Boston XV Beacon Hotel

Ye Olde Pepper Candy Companie Zeiterion Performing Arts Center

## **2019 Financial Overview**

## January 1 - December 31, 2019

OPERATING REVENUE	20191	20182	% INCREASE (DECREASE)
Admissions	\$1,432,000	\$1,359,024	5
Museum Store Sales (Net of COGS)	258,000	272,094	-5
Development	292,000	373,576	-22
Facility Rentals and Other Income	58,000	86,280	-33
Education	10,000	33,563	-70
Total Revenue	\$2,050,000	\$2,124,537	-4
OPERATING EXPENSES	2019 <sup>1</sup>	20182	% INCREASE (DECREASE)
Program Services	\$1,582,000	\$1,459,689	8
General & Administrative	392,000	421,359	-7
Development	256,000	214,676	19
Total Expenses	\$2,230,000	\$2,095,724	6
Change in net assets from operations	\$(180,000)	\$28,813	
Non-Operating Revenue			
Investment Income, net	\$355,000	\$(89,187)	
Change in net assets	\$175,000	\$(60,374)	
INVESTMENT ACCOUNT BALANCES	2019 <sup>1</sup>	20182	% INCREASE (DECREASE)
Total Investment Account Balances	\$2,125,666	\$1,841,583	15%



I - FY 2019 figures are preliminary and unaudited

<sup>2 -</sup> The FY 2018 figures have been abstracted from the Organization's financial statements for the fiscal year ended December 31, 2018, which were audited by Shaheen, Pallone & Associates, P.C. Because the information does not include all the disclosures required by generally accepted accounting principles, it is not intended to present the financial position of the Organization.

## Thank You!

We appreciate your support of our efforts to preserve our historic campus and provide educational opportunities to newly arrived immigrants.

#### \$10,000 +

Robert C. & Stella-Mae Seamans Van Otterloo Family Foundation Massachusetts Cultural Council

### \$5,000 - \$9,999

Patricia Fae & Galen Ho Footprint Power Salem . Harbor Development LP Hawthorne Hotel Robert & Amy Job Kara McLaughlin & John Keenan Andy & Sharon Meyers Salem Five Salem Rotary Club Paul & Cynthia Soucy

### <u>\$2,500 - \$4,999</u>

Ana Colmenero Nicole Gakidis & Jeffrey Huebschmann Emily & Eric Haggman Immersive Worlds, LLC James J. Welch & Co., Inc Richard Leavitt & Claire Spofford Bruce McL aughlin Maureen O'Hare Mercer Dave & Tammy Phinney Salem Waterfront Hotel & Suites Smith Memorial Foundation Harold T. N. Soucy Insurance Agency, Inc. Jacqueline Washburn & Stanley Szwartz

### \$1,000 - \$2,499

Alpers Charitable Trust, Moses and Minna Nina & Blake Anderson Beverly Bank Brandi Bonds & Jay Summerlin Thaddeus Buczko Nina Cohen & Craig Barrows Creative Catering Demoulas Foundation Ellen Dunn Nora Falk George Gakidis Groom Construction Group 1 Automotive Timothy & Joanie Ingraham Peter & Joan Johnson Jolie Tea Company Susan Baker Alyssa Lebel-Kaye & Edward Kaye Jay Levy & Karen Rivers Marblehead Bank Flizabeth McKeigue Peter & Betsy Merry National Grid Network For Good James & Julie Rose Salem Witch Museum Nick Senzamici & Elizabeth Fragola Shaheen, Pallone & Associates George & Isabel Shattuck David Silva & Bruce Mueller Deanna van Gestel Whitmore Brothers Construction

### \$500 - \$99<u>9</u>

Giovanni Alabiso Applewood Books Inc. Julie Arrison-Bishop & David Bishop Don & Irene Axelrod Elizabeth Baker

Jeffrey & Jenifer Whitmore

Elena Kirios Joy Barton Nathalie Binney Janice Korpusik Claudia Chuber Dean & Elizabeth Lahikainen & Paul Ellingwood Phyllis LeBlanc Gary Clark & Ellen Fleming Clark Julia Lippman & Mathew Eapen Coon's Card & Gift Shop Selina Little Marcia MacClary Peter Copelas Count Orlok's Nightmare Gallery/ Patty MacLeod Stephen & Janis Manning Nightmare Productions LLC Laura & David Dietz Lisa Martancik Alicia Diozzi Mariflor Maulit-Uva & Scott Uva Julia Dunn Martineau Lisa McColgan & Kevin Coombs & Andrew Martineau Michael & Claudia McI aughlin Fisher and Orfaly Dental Mercy Tavern Stanley & Marion MerryFox Realty Freedman-Gurspan Matthew Obey Pilar Garro & Kathleen William Peck & Rebecca Putnan Porter Garro Pickering Foundation Deborah Gaul Vanderslice Adam Pollack Kevin & Mary Quinlan & Robert Vanderslice David Hart & Barbara Cleary Daniel & Elizabeth Ricciarelli Donald & Martha Hodgman Michael & Naida Rodman IBM International Foundation Ronan, Segal & Harrington Irving Ingraham & The Salem Inn Darleen Melis Linda Saris Joan & Edward Shankle Erick Lucera Massachusetts Foundation Wendy Shattuck for the Humanities & Samuel Plimptor Cynthia McGurren Donna & Rob Steinberg Nicole Mcl aughlin Marshall Strauss & Benjamin Waxman & Flaine Gerdine Morning Glory Bed & Breakfast Marjorie Teele Jean Nichols Todd & Kimberly Waller North Shore Elder Services Waters & Brown, Inc. Ana Nuncio & Timothy Kenslea David & Susan Willis Barbara Wioncek Diane & Dick Pabich Zampell Family Foundation Peabody Essex Museum Institute for Savings Campbell & Dale Seamans

Donna & John Seger

Mona & Dave Taliaferro

The Black Veil Studio

Christine Thomson

& Timothy Kendall

Patricia & Paul 7aido

\$250 - \$499

Connie & Jim Behnke

Bill & Connie Barlow

Ellen Brandenburg

David Butler

Bruce Campbell

Joseph & Teri Correnti

Mike & Cheryl Crounse

Judy & Thomas Despres

Joanne Driscoll Campbell

Engel & Völkers By The Sea

Jonathan & Jennifer Firth

Mary-Ann & Peter Fraser

Sarah & Denis Garriepy

Karen Garvey Beck

& George Beck

Harbor Sweets

Christin Hatch

& John Zbyszynski

Tim & Linda Jenkins

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Friends of the Melrose

Public Library

Amy Gauthier

David & Karen Gendall Molly & Derek Gerry Denise Griffin William Griset & Lisa Greenberg Jeffrey Gross Larissa Haliw Katie Hallett Hamilton-Wenham Public Library Erika Harris Nancy Hennessey Bonnie & David Henry Andrew & Suzanne Hester Lesley Hill Historic New England Hubbardston Public Library Michelle Hurrell Carl & Betsy Hyam Keith Inchierca Initial Ideas, Inc Ipswich Public Library andra Jones Dolores Jordan Judith Josephs Daniel Jozefik Juniper Community Club Douglas & Jean Karam Dana & Barbara Kiernan Brittney Kleinfelter Fileen Koch Diana Lannon Bill & Ann Leaver Elizabeth Leavitt Janice LeBel Teresa LeSage Lawrence Library Stephen Limon & Jill Matsumoto Richard Lindeman Phyllis Luzinski Lynn Public Library Thomas MacDonald & Bill Henning Nancy Mades-Byrd & Daniel Byrd Malden Public Library Regina Maniscalco & Donald Gilligan

### \$100 - \$249 Abbot Public Library American Steeple

Lucius Beebe Memorial Library Joyce & Dennis Maroney George & Sandra Marsh Mashpee Public Library Sean McCarthy Medfield Memorial Public Library Medford Public Library Michelle Meiser Merrimac Public Library Cynthea Michaels & Eli Schiff Daniel Michalowski Sally Millice David Moffat Ronald & Marianne Mortara Lvnn Murray Cynthia Nadeau Nahant Public Library Rinus Oosthoek & Gina Chase Patricia Pace Christine Pappas Jerald & Lisa Parisella Chris & Tony Patton Peabody Institute Library Peabody Institute Library of Danvers Charles & Leslee Peterman Phoenix School Marie Polcari Becky & Will Putnam Peter Quinn Ellen Reardon Melissa Reynolds Benjamin & Wendy Rowland Mary & Peter Russell

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