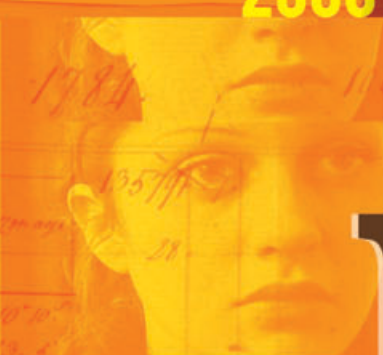




# Annual Report



2000 2001



# McCord

Museum



McCord Museum

# *TABLE OF CONTENTS*

<b>2</b>	REPORT FROM THE CHAIRMAN, BOARD OF TRUSTEES
<b>4</b>	REPORT FROM THE EXECUTIVE DIRECTOR
<b>5</b>	REPORT FROM THE TREASURER
<b>6</b>	OFFICERS AND BOARD OF TRUSTEES
<b>7</b>	MANDATE AND CORE VALUES
<b>8</b>	RESEARCH AND EXHIBITIONS
<b>12</b>	COLLECTION AND INFORMATION MANAGEMENT
<b>14</b>	EXHIBITIONS
<b>18</b>	ACQUISITIONS
<b>21</b>	DONORS
<b>22</b>	COMMUNITY EVENTS AND ACTIVITIES
<b>25</b>	PUBLIC LECTURES AND COLLOQUIA
<b>26</b>	SCHOLARLY ACTIVITIES
<b>28</b>	VISITOR SERVICES AND MARKETING
<b>30</b>	COMMUNICATIONS AND PUBLICATIONS
<b>33</b>	DEVELOPMENT
<b>36</b>	OPERATIONS
<b>37</b>	FINANCIAL STATEMENTS
<b>45</b>	ANNUAL GIVING CAMPAIGNS
<b>46</b>	COMMITTEES, BOARD OF TRUSTEES
<b>47</b>	STAFF AND VOLUNTEERS
<b>49</b>	SPONSORS AND PARTNERS

The McCord Museum is grateful to the following government agencies for providing the Museum's core funding; le ministère de la Culture et des Communications du Québec; les Archives nationales du Québec; and le Conseil des arts de la Communauté urbaine de Montréal.



—McCord Museum—  
A N N U A L / R E P O R T  
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## **REPORT FROM THE**

# CHAIRMAN

**THE PAST YEAR HAS  
BEEN ONE OF “FIRSTS”  
AND ACCOMPLISHMENTS  
FOR THE McCORD MUSEUM  
AS IT UNDERTOOK A NUMBER  
OF NEW INITIATIVES AND  
SIGNIFICANTLY STRENGTHENED  
ITS POSITION IN OTHER AREAS.  
AS THESE ACTIVITIES  
ARE DESCRIBED IN DETAIL  
ELSEWHERE IN THIS REPORT,  
I WOULD LIKE SIMPLY TO  
HIGHLIGHT SOME OF  
THE ACHIEVEMENTS.**

For the first time in more than 15 years, an exhibition prepared by the Museum, *Across Borders: Beadwork in Iroquois Life*, has been travelling to several museums throughout North America, delighting visitors and consolidating the McCord’s reputation at the international level. The exhibition’s itinerary includes the Castellani Art Museum of Niagara University in Niagara Falls, New York, the Canadian Museum of Civilization in Hull, the National Museum of the American Indian, Smithsonian Institution, in New York City, the Royal Ontario Museum in Toronto, and the Mashantucket Pequot Museum and Research Center in Mashantucket, Connecticut.

Also for the first time, the McCord collaborated with McGill University to present a series of academic lectures open to the general public. These included the university’s prestigious McDonald-Currie Lecture, delivered this year at the McCord by Dr. David P. Thelen of Indiana University.

During the year, the McCord continued its evening and weekend program of activities oriented towards families and special interests. These programs have now become an integral part of our offerings to the public.

The Museum's collections continue to grow as a result of many generous donations. Two noteworthy acquisitions during the past year were the *Samuel Bronfman Collection for Seagram* and a hitherto unknown but historically significant painting by Cornelius Krieghoff. In 2000, the Museum also received two important grants from the Temple Grove Foundation: one for the McCord's Endowment Fund, and another for various capital projects.



# OF THE BOARD

The past year was also a notable one for the Museum's Web site, which further expanded its offering. The site now displays 24,000 objects and images from the collections, and this number will soon be augmented thanks to a grant from the federal government's Virtual Museums of Canada project. The Museum also received a grant from the Museums Assistance Program to develop additional resources for the Laurier Project (Research). The Project, which brings together specialists from the museum world, academe and schoolboards in Quebec and Ontario, is aimed at developing materials for the teaching of history in high schools.

The McCord was deeply saddened by the passing of two distinguished supporters of the Museum during 2000, Conrad Fetherstonhaugh Harrington and Luke Rombout. Mr. Harrington, who chaired the Board of Trustees in the early 1980s, was involved in countless educational, charitable and non-profit organizations over the course of his career. Luke Rombout, who served as Executive Director of the McCord from 1989 to 1993, guided the McCord through the major building program that culminated in the opening of the Museum's expanded facilities on Sherbrooke Street in 1992. All those who cherish the McCord owe both these individuals a huge debt of gratitude.

I would like to thank all the volunteer trustees who contributed their time and effort to the Museum. It gives me great pleasure to welcome the McCord's newest Board members, Cynthia Gordon, Jacques Lacoursière and Barbara Ann Thompson. I also wish to recognize and thank Judith Webster, Professor Derek Drummond, and Michael Downer, all of whom stepped down from the Board of Trustees during the year, as well as Gérard Veilleux, who joined the board in June 2000 but was unable to complete his term.

The United Nations has proclaimed 2001 as the International Year of Volunteers. In this spirit, I wish especially to recognize the close to 60 volunteers who give their time so generously to the McCord's galleries, education studios, conservation labs and committee rooms. Their dedication, energy and expertise has been invaluable. One person who deserves special mention is Joan McKim, who was made a member of the Order of Canada in recognition of her volunteer work at the McCord and in the community at large.

The McCord enjoyed a tremendous year in 2000-2001. Much of the credit for the Museum's success goes to the Executive Director, Victoria Dickenson, and the entire staff. Thanks to all!

R . D a v i d B o u r k e  
**CHAIRMAN OF THE BOARD**



**THE PASSING OF THE MILLENNIUM ENCOURAGED MANY PEOPLE TO REFLECT ON THE ACHIEVEMENTS OF THE PAST AND THE PROMISE OF THE FUTURE. LIKE ALL MUSEUMS, THE McCORD IS CONSCIOUS OF ITS RICH HERITAGE; FOR THE STAFF AND BOARD, HOWEVER, THE YEAR 2000 WAS A TIME TO FOCUS ON THE FUTURE. LAST SPRING, WE BEGAN A SERIES OF MEETINGS WITH SENIOR STAFF AND MEMBERS OF THE BOARD TO DISCUSS THE MUSEUM'S CHALLENGES AND DIRECTIONS.**

# **REPORT from the** **EXECUTIVE DIRECTOR**

In May and October, senior staff participated in two retreats with an external facilitator, which helped us to focus on our visions of the McCord of the future. What would the McCord look like in 2005? What activities should we be undertaking? How does the public see us? What are our priorities for the coming year and the next five years?

In November, we followed the staff discussions with a full-day Board of Trustees retreat. Our facilitator prepared a presentation that placed the McCord in its local environment, and allowed us to see how we compared with other Montreal institutions. We looked at our strengths as well as our weaknesses, then argued, laughed and debated about our common vision of the institution. It became clear that staff and Board members needed more opportunity for exchange, and to this end we structured a joint working group that met in the winter of 2001. This wonderfully congenial group realized that staff and Board members must share certain fundamental values before we could proceed to discussions about our mission and goals.

I am pleased to announce that the "McCord Museum Core Values" were hotly debated and finally accepted by the Board at its second retreat in February, and we have included them in this Annual Report (please see page 7). I would like to extend my personal thanks to all those involved, but particularly to George MacLaren, Jean-Eudes Guy, Desmond Morton, Moira McCaffrey and Michel Pelletier for their vigorous and intelligent contributions to the working-group discussions. I would also like to thank the larger group's facilitator, Hilary Pearson, Director, SECOR; and Marguerite Stratford, Manager, Human Resources and Administration at the McCord, who provided invaluable assistance in recording our discussions and producing the Values document.

The coming year will see us embark on the next phase of our planning for our future, meeting to continue our discussions on the McCord's long-term goals and directions.

The Museum is most fortunate to have Board and staff members who care deeply about the institution they serve, and who are able to articulate so clearly the values they share and hold dear. We hope that you will share them as well, and we welcome your comments on the McCord you would like to see as we enter the new millennium.



**Victoria Dickenson**  
**EXECUTIVE DIRECTOR**

## REPORT FROM THE

**ALTHOUGH THE MUSEUM INCURRED A  
SMALL OPERATING DEFICIT OF \$6,736 IN  
THE 2000-2001 FISCAL YEAR, IT CONTINUED ITS  
COMMITMENT TO THE GOAL OF A BALANCED BUDGET.**

**THIS EFFORT WAS MADE POSSIBLE BY STABLE  
PUBLIC FUNDING, GENEROUS FUNDING FROM THE  
TEMPLE GROVE FOUNDATION, AS WELL AS THE  
IMPLEMENTATION OF CERTAIN COST  
SAVINGS AND CONTROLS.**



# TREASURER

This is the fourth year the Museum has presented its financial statements under the new accounting and disclosure requirements for not-for-profit organizations issued by the Canadian Institute of Chartered Accountants. These new requirements prompted the creation of the Capital Assets Fund, in which certain amounts previously expensed are now capitalized and amortized. This year's amortization expense was \$304,128 and the Capital Assets Fund balance stood at \$1,127,311 at the end of the 2000-2001 fiscal year.

The Finance and Administration Committee met seven times during the fiscal year to review interim financial statements and various administrative matters. During the year, a three-year project to upgrade the Museum's information-technology infrastructure was undertaken. The aggregate budget for this project is \$650,000, and at year end work was progressing as planned.

During the fiscal year, the investment management subcommittee completed its search for an investment manager to manage its endowment funds. At year end, approximately \$2.8 million was under management. The funds were invested in the month of November 2000 and investment income for the year was approximately \$71,000.

I would like to thank all members of the Committee for their contribution, and on behalf of the Committee I would also like to express my gratitude to the Museum's staff and management for their continued commitment to a balanced budget.

Gary Miller  
TREASURER



# OFFICERS *and Board*

Penelope A. Baudinet

R. David Bourke  
**Chairman of the Board**

Marc G. Bruneau

Sylvie Chagnon

John P. Cunningham  
**Secretary to the Board**

Victoria Dickenson  
**(Ex Officio)**

Cynthia Gordon

Jean-Eudes Guy  
**Chairman, Facilities Committee**

E. Lee Hambleton

Caroline Labelle

Jacques Lacoursière

Linda M. Leus

Jewel Lowenstein

George MacLaren

Elsebeth Merkly  
**Chairman, Program Review Committee**

Gary Miller  
**Chairman, Finance and  
Administration Committee**

Desmond Morton

Judy O'Brien

Bernard J. Shapiro  
**(Ex Officio)**

William Tetley  
**Chairman, Collections Management  
Committee**

Barbara Ann Thompson  
**Chairman, Visitor Services and  
Marketing Committee**

Gérard Veilleux  
**(resigned February 2001)**

Manon Vennat

Judith Webster  
**(resigned September 2000)**

R. David Bourke  
**Chairman of the Board**

John P. Cunningham  
**Secretary**

Gary Miller  
**Treasurer**

Philip Leduc  
**Assistant Treasurer**

Victoria Dickenson  
**Executive Director**

## of TRUSTEES

## M a n d a t e



David Ross McCord

The McCord has two complementary mandates.

1. The first was David Ross McCord's intention for the Museum:

"The museum I shall create will not be a McGill museum, nor a Protestant one, still less an English one. Every object in it will be identified and explained in both languages ... It is a national museum, and will be known as such, not a museum of any particular educational institution. I will make it an Indian museum as much as I possibly can – the museum of the original owners of the land." (1919)

2. The second mandate is based on a 1986 agreement between McGill University and the McCord, when the Museum officially separated from McGill:

"The McCord Museum of Canadian History is a public research and teaching museum dedicated to the preservation, study, diffusion, and appreciation of Canadian history."

# AND MANDATE CORE VALUES

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## Core Values

1. The McCord is committed to the preservation and continuing growth of its collections and knowledge base, which form the foundation of its existence and activities.
2. The McCord is committed to the idea that the study of material culture provides a unique approach for understanding Canada and its history, and that its collections provide evidence and perspectives for people confronting contemporary historical and social questions.
3. The McCord is committed to providing exhibitions, programs and research facilities for the public, specialists, and students to explore a rich archive of knowledge about the people, places and events that have formed our history.
4. The McCord is committed to the idea that the collections and their documentation embody valuable content that should be made accessible via the Internet.
5. The McCord is committed to the study and appreciation of social history with a focus on the interaction of diverse cultures, as these are reflected in a multicultural North American metropolis.
6. The McCord is committed to offering its unique urban space for public enjoyment and use. Its exhibitions and installations continue to embody the standard of excellence that characterizes the design and architecture of the building.
7. The McCord is committed to playing an important role in the life of its community by responding to its needs and interests within the Museum's general mandate.

*Approved by the Board of Trustees  
in February 2001*

# RESEARCH

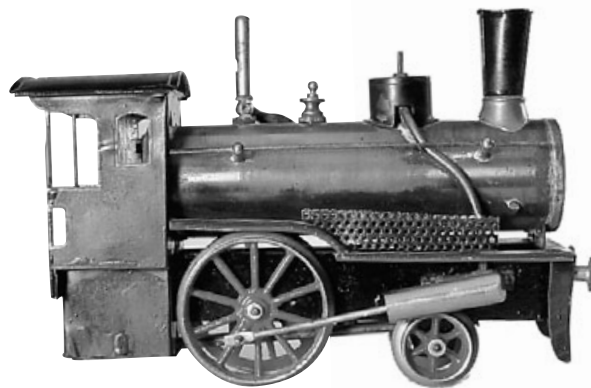
THE RESEARCH AND EXHIBITIONS DEPARTMENT OVERSEES THE WORK OF THE CURATORIAL, CONSERVATION AND EXHIBITIONS STAFF. THE DEPARTMENT IS RESPONSIBLE FOR ALL MATTERS RELATED TO THE STAGING OF EXHIBITIONS—FROM COLLECTION DEVELOPMENT AND RESEARCH, TO THE CONCEPTION AND PLANNING OF EXHIBITION TOPICS, OBJECT SELECTION, TEXT AND LABEL WRITING, CONSERVATION, DESIGN, AND INSTALLATION. MOREOVER, THE DEPARTMENT EVALUATES TRAVELLING EXHIBITIONS FROM OTHER INSTITUTIONS, SELECTS WITH INPUT FROM STAFF AND THE BOARD SOME OF THESE TO MOUNT AT THE McCORD, AND ALSO PLANS AND COORDINATES THE TRAVEL OF McCORD EXHIBITIONS TO OTHER INSTITUTIONS. ADDITIONAL PRIORITIES DURING 2000-2001 WERE THE DEVELOPMENT OF A LONG-TERM EXHIBITION PROGRAM AND OF STRATEGIES TO BETTER STREAMLINE DEPARTMENT OPERATIONS.

This year saw important staff additions. In July 2000, Line Villeneuve joined the McCord team as Head of Exhibitions. Line brings to her job many years of experience in design work and project management, acquired during more than a decade of running her own exhibition design firm in Montreal. Past projects took her to all parts of the Quebec museums network and varied in nature from small intimate shows to large, high-profile exhibits. Line's exceptional combination of organizational skills, a flare for creative design, and a deep respect for museum objects, has ensured that the McCord's reputation for mounting beautiful, popular and scholarly exhibitions continues to grow.

In early March 2001, the McCord's Costume and Textiles curator, Cynthia Cooper, began a one-year maternity leave. Eileen Stack was hired as Curatorial Assistant in the department of Costume and Textiles, for the duration of this leave. Eileen will handle acquisitions, research inquiries, and assist with the coordination of the upcoming menswear exhibition. A 1999 recipient of the Marie-Paule Nolin Bursary, Eileen holds a Master's degree in Historic Costume and Textiles from the University of Rhode Island. For the purpose of her graduate thesis, "Very Canadian and Very Picturesque': The Significance of the Blanket Coat to Anglo-Canadian Identity in the Second Half of the Nineteenth Century," Eileen conducted extensive research using the Notman Photographic Archives and the McCord's blanket coat collection.

AND

EX



### Curatorial and Research Activities

The Research department encompasses the activities of the curators, as well as contract curators, curatorial assistants and researchers. Activities this year focused primarily on the selection and interpretation of the wide range of objects and images used in our exhibitions. In particular, Cynthia Cooper played a major role in selecting and interpreting costume for the exhibition *fnnsdesiècle@mccord*. She also worked with guest curator Gail Cariou to prepare the preliminary scenario and object list for an upcoming major exhibition on the history of men's fashion. Moira McCaffrey, working with a team of McCord staff members, developed the scenario, selected objects and wrote exhibition text and labels for the summer exhibition entitled *Living Words: Aboriginal Diplomats of the 18th Century*. Conrad Graham assisted in adapting the Kreighoff exhibition for display in the summer of 2001 at the McCord, and worked with other McCord Staff on the upcoming inaugural exhibition for our new third floor gallery. Finally, all curators were involved in the selection of rotation objects for *Simply Montreal*.

In addition, the curators played an important role in evaluating exhibitions mounted by other institutions, and in selecting those that will be shown at the McCord. Curators assisted many researchers, in particular museum professionals wishing to borrow objects from the McCord collection;

they also approved loans and evaluated objects for insurance purposes. In-depth cataloguing of the collection is an ongoing task, carried out with the assistance of volunteers. Curatorial staff assessed objects offered to the McCord collection and wrote formal acquisition proposals for those accepted. In particular this year, Conrad Graham prepared extensive documentation for the acquisition of the *Samuel Bronfman Collection for Seagram*. Finally, curators assisted in writing texts for grant applications and publicity purposes, gave interviews related to the collections and exhibitions, and advised on the appropriateness of cultural activities.

In January 2001, Cynthia Cooper and Anne MacKay participated in the taping of a 15-minute educational video on the McCord's Costume and Textile Collection. The video will be made available to specialists and students in the field. Two publication projects were ongoing in the department this year. Moira McCaffrey provided content revision and selected images for use in a book on the Great Peace of Montreal written by Gilles Havard, published by the McCord and Recherches amérindiennes au Québec in the summer of 2001. She also continued work on a multi-authored book in preparation based on the McCord's exhibition *Across Borders: Beadwork in Iroquois Life*.

# H I B I T I O N S

# RESEARCH AND EXHIBITION

## Conservation

The Conservation department is responsible for ensuring the physical well-being of the Museum's collections. The department's various duties include monitoring the environmental conditions in the galleries and reserves, overseeing pest control and ensuring the proper handling, storage and travelling of the objects in the collections.

The year 2000-2001 was a busy one for the conservation staff at the McCord. The year began with preparations for the exhibition *finsdesiècle@mccord*, which entailed the treatment and mounting of more than 100 costumes, objects and archival documents from the McCord collection. During the year, the Conservation Department also participated in two rotations of *Simply Montréal*, examining and treating hundreds of objects on display, replacing fragile objects or enlarging on themes already developed in the exhibition.

In June 2000, Chief Conservator Anne MacKay travelled to the Castellani Museum of Niagara University, in New York, for the mounting of the exhibition *Across Borders: Beadwork in Iroquois Life*; and in November Anne MacKay returned to Niagara Falls to dismantle the exhibition. The Conservation Department was also involved with the dismantling of *Play-Ball Montréal* and the mounting of the Canadian Museum of Civilization exhibition *Lost Visions, Forgotten Dreams*. In March 2001, the department began undertaking examinations and treatments of more than 50 objects for the exhibition *Living Words: Aboriginal Diplomats of the 18th Century*.

In May 2000, Anne MacKay and Conservation Technician Denis Plourde participated in the annual conference of the Canadian Association for Conservation in Ottawa. In October, Anne MacKay received a bursary from the Canadian Museums Association to attend a course entitled "Spot Testing for Materials Characterization," given by the Campbell Center for Historic Preservation Studies, in Mount Carroll, Illinois.



In November 2000, the Conservation department organized and hosted a workshop, given by the Canadian Conservation Institute, on "Current Issues in Light and UV Deterioration." The workshop was very well attended by conservators and collections managers from both small and large museums in the Montreal area.

During the year, the Conservation department hosted two undergraduate interns, Marie-Chantale Poisson from the Université du Québec à Montréal, and Anna Shea from McGill University. Two objects conservators, Nathalie Parent and Amandina Anastassiades, were hired on short-term contracts in 2001 to do treatments in the laboratory on the *Simply Montréal* rotations and on objects for *Living Words*. From December 2000 to March 2001, Caroline Bourgeois temporarily replaced Denis Plourde, who was away on parental leave.

The Conservation staff examined all in-coming acquisitions and wrote condition reports for the Acquisitions Committees that were held during the year. We also made recommendations for the care and treatment of objects in the preparation of loan agreements. And finally, the staff continued its interactions with the public by answering numerous telephone requests for information and referrals and by giving tours of its facilities.

## Exhibitions

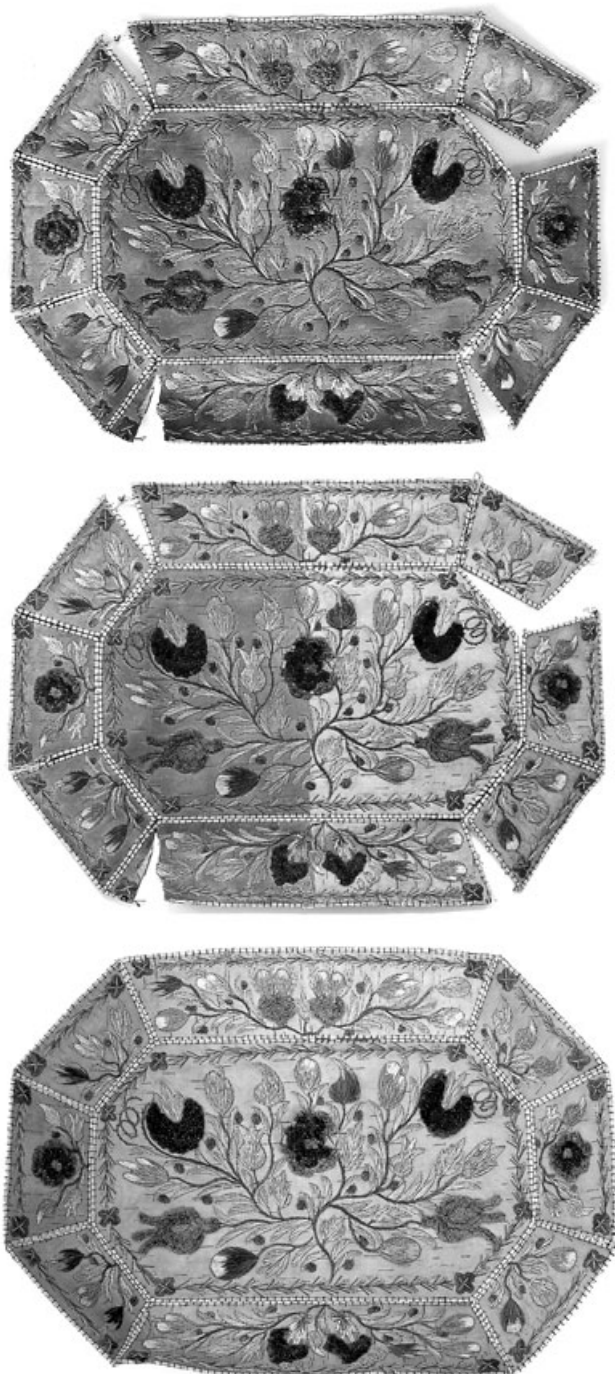
The activities of the Exhibitions department include exhibition planning, creation, and production. The department is likewise responsible for travelling McCord exhibitions to other museums in Canada and abroad, and for coordinating and supervising the booking and installation at the McCord of temporary exhibitions from other institutions.

The 2000–2001 program of exhibitions attracted a diverse audience. The exhibition *findesiècle@mccord*, with its sights firmly set on a new generation of museum-goers, worked with an innovative multimedia approach combining video and collection objects. *Play-Ball Montréal*, the McCord's third exhibition on Canadian sports since 1976, had much to offer both sports fans and history buffs. This year, the McCord partnered with Les Grands Ballets Canadiens de Montréal to mount an exhibition of ballet costumes from the *Nutcracker Suite* for the holiday season. This small exhibition, held in the Atrium, delighted holiday Museum visitors of all ages. *Lost Visions, Forgotten Dreams*, an exhibition from the Canadian Museum of Civilization, gave visitors a glimpse into the ancient culture of the Palaeo-Eskimos, whose beautiful minuscule carvings reflect their spiritual and practical understanding of their arid northern landscape. *Across Borders: Beadwork in Iroquois Life*, a McCord exhibition awarded a prize at the *Grands Prix du tourisme québécois 2000*, began the first leg of its North American tour at the Castellani Art Museum of Niagara University, in Niagara Falls, New York. For the second year in a row, the Museum hosted the Laurier Project (Schools), a community project with two Montreal school boards in which the Museum exhibits student work on Québec and Canadian history. (See *Exhibitions*, pages 14-17)

## Interns and Volunteers

The department benefited enormously from the ongoing, hard-work of a devoted group of volunteers. In particular, with regards to the Costume and Textiles and Ethnology collections, interns assisted with cataloguing, labelling and storing new acquisitions, undertook research projects, and helped researchers. Moreover, this past year, the Department hosted a post-doctoral scholar, Jenny Cook, whose research involved the McCord furniture collection, as well as an intern from the museology program at the Université de Montréal, Marie-Chantal Anctil, who contributed to ethnology exhibitions and publication projects.

M o i r a T . M c C a f f r e y  
D I R E C T O R , R E S E A R C H A N D E X H I B I T I O N S



**THE COLLECTION AND INFORMATION MANAGEMENT  
STAFF IS RESPONSIBLE FOR RESERVES, ACQUISITIONS, LOANS, DEVELOPMENT OF TEXTUAL  
AND PHOTOGRAPHIC DOCUMENTATION RELATED TO THE COLLECTIONS AND THE ARCHIVES,  
AND FOR THE MAINTENANCE AND DEVELOPMENT OF THE MUSEUM'S DATABASE. THE DEPARTMENT  
IS ALSO RESPONSIBLE FOR THE ARCHIVES AND DOCUMENTATION CENTRE, AND THE MUSEUM'S  
WEB SITE. OUR PRIORITY, IN 2000–2001, WAS TO CONTINUE TO ENRICH  
DOCUMENTATION ON OUR COLLECTIONS AND IMPROVE  
THEIR ACCESSIBILITY.**

# COLLECTION AND INFORMATION



## Web Site

(<http://www.mccord-museum.qc.ca> or  
<http://www.musee-mccord.qc.ca>)

One of the year's high points was the launch on November 1, 2000 of a virtual exhibition called *The Magic Lantern*. Through this virtual showcase, visitors can discover an evocative collection of 1,250 magic-lantern slides focusing on Canadian subjects. The slides were used to illustrate a series of McGill University lectures during the early 20th century.

The Museum used the opportunity afforded by the exhibition to review the design of its Web site and add numerous features. Judging by the phenomenal increase in the number of "hits" received, visitors to the site overwhelmingly appear to appreciate the new features. They can now search a data bank of some 25,000 images, send postcards, create a personal list of documents for future viewing, and place online photo orders. Textual information in the McCord collections can be accessed online through the Info-Muse (Québec) and CHIN systems; images, however, are mostly accessible through the Museum's Web site.

## Laurier Project (Research)

In April 2000, the Social Sciences and Humanities Research Council of Canada (SSHRC) awarded the McCord and its partners one of 22 Community-University Research Alliance (CURA) grants for a \$600,000 three-year project to develop content for Canadian history teaching programs. The multi-disciplinary team is made up of Quebec and Ontario specialists from museums, universities, schools and school boards. The McCord's partners in this project are the education faculties and history departments of McGill University, Université Laval and the Université du Québec à Montréal (UQAM), as well as the McGill Institute for the Study of Canada.

The goal of the Laurier Project (Research) is to integrate museum resources into Canadian secondary-school history programs. The research team will meld conventional teaching methods with methods based on new technologies, notably the Internet. Through access to these resources and the inclusion of artifacts from the McCord collection, the project seeks to provide teachers with new tools to awaken students' interest in history.

Drawing on concepts already incorporated into Quebec and Ontario Canadian history programs, the Laurier Project team is currently developing a prototype of an interactive application consisting of 100 to 150 objects that illustrate aspects of urban life in the second half of the 19th century. Through the use of interactive graphic representations of thematic capsules and related objects, the program will help students explore historical artifacts in an innovative, intuitive, nonlinear fashion.

## Archives and Documentation Centre

The Centre is the principal point of access to information on the Museum's collections of artifacts and its textual, iconographic and photographic archives. Researchers can access this information in addition to a library of more than 6,000 volumes and a variety of computerized resources. The latter includes a database on our collection containing more than 175,000 references and 25,000 digitized images.

Last December, the Centre was temporarily closed for renovations in anticipation of the McCord's new third floor gallery. Although the closure had a significant impact on our accessibility to outside researchers, a total of 645 researchers and students were nevertheless able to consult our collections during the year. In all, the Department undertook 1,590 public-service actions, including performing 159 searches and answering 786 telephone requests. In the medium term, we expect the number of physical Museum visits to level off as the information available on our Web site increasingly meets the needs of researchers.

As in previous years, in 2000-2001 department staff held a number of training sessions, made various presentations in the Théâtre J. Armand Bombardier, and gave private group tours of the reserves.



### Photography Division

We pursued our digitization program with the treatment of 3,300 images from the Notman Photographic Archives and the slide library. These images are now accessible through our on-line collection management system and will be integrated into our Web site. In addition to producing new images for internal use, the staff handled more than 500 external requests for photographic materials needed for various publishing, film, television and multimedia projects.

### Documentation and Cataloguing

The department recorded and performed preliminary cataloguing of our new acquisitions (artifacts and archival documents). It also continued cataloguing existing collections thanks to support from the Réseau des archives du Québec (RAQ) and the Programme de projets spéciaux des Archives nationales du Québec (ANQ). In this connection, the department catalogued some 1,500 glass plate negatives belonging to the William Notman fonds. It also carried out the production of research resources with the creation of a simple digital directory of the Taylor family fonds. Further, as a registered archive, and according to the rules governing the awarding of annual operating grants from the Ministère de la Culture et des Communications du Québec, the Department treated five additional archival fonds.

# MANAGEMENT

### Loans

The McCord receives numerous requests for loans from museums in Canada and abroad wishing to exhibit objects from our collections. Last year, 26 of these requests (137 artifacts) were approved or renewed and the department was responsible for crating the objects and coordinating their shipping. The department also made six requests for loans from other institutions for upcoming exhibitions at the McCord.

### Interns and Volunteers

As always, we would like to thank our team of volunteers, whose invaluable contribution significantly helps us fulfill our mandate. During the year, the department once again hosted several interns who worked with the collections archivist on various projects: Pascal Delorme, a student in the museology master's program at the Université de Montréal; Martin Boucher, referred by the RESO work internship service; and Shiri Alon, an art history student at Concordia University. The Archives and Documentation Centre hosted three interns from the archives certificate program of the Université de Montréal: Andréanne Boudreault, Laurence Patris and François Nadeau. Michael Frausing, from the University of Aarhus in Denmark, completed his six-month internship in July 2000. The interns assisted the archivist in developing research tools and in the treatment of numerous fonds. Finally, Guillaume Rovet of the Université de la Sorbonne in Paris began a six-month internship in January 2001 as part of the Laurier Research Project, thanks to support from the Office franco-québécois pour la jeunesse (OFQJ).

Nicole Vallières  
DIRECTOR, COLLECTION AND INFORMATION MANAGEMENT

# EXHIBITIONS



Exhibitions Continuing  
in 2000-2001

**SIMPLY MONTRÉAL:  
GLIMPSES OF A UNIQUE CITY**  
1998 to 2003

This exhibition takes a look at our unique city and plunges visitors into the heart of the rich and diverse experience it offers. Its evocative installations help young and old alike discover the city, immersing them in its many sounds and sights.

In-House Exhibitions  
Inaugurated in 2000-2001

**FINSDESIÈCLE@MCCORD**  
April 21, 2000 to March 25, 2001

To usher in the year 2000, the McCord Museum presented a multimedia exhibition based on the Museum's rich collection. This exhibition, on the theme of time and history, presented life as lived by two young women at the end of the 19th century alongside the experiences of three young Montrealers at the end of the 20th century. The links between these two worlds were drawn through shared themes (social relations, labour, education, etc.) and explored through different media. Visitors became privileged witnesses to daily life in these two periods. With this experimental exhibition, the McCord put forward a new way of looking at costume, decorative arts, photography, and audiovisual narrative.

**PLAY-BALL MONTRÉAL:  
A CENTURY OF BASEBALL IN QUÉBEC**  
May 18 to October 22, 2000

This fascinating exhibition, on a sport that has been part of Quebec history for more than one hundred years, featured objects from the private collection of Montreal entertainer Alain Choquette as well as the McCord's large collection of sports objects. The exhibition was divided into nine "innings" illustrating the development of the sport, from the formation of the first leagues to today's Expos.



finsdesiècle(@)mccord



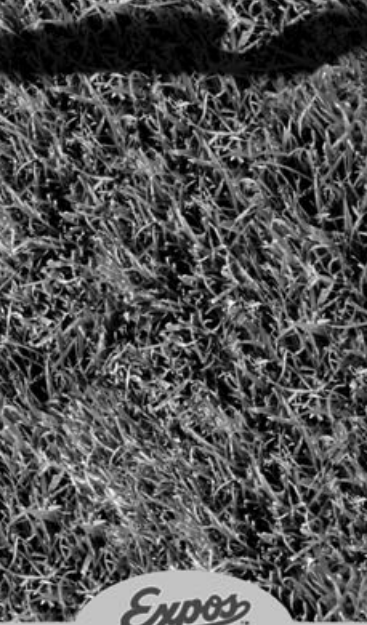


MUSÉE McCORD



# PLAY BALL MONTREAL

**Cent ans de baseball au Québec**  
Du 18 mai au 22 octobre 2000  
690, rue Sherbrooke O., Montréal



*Expos*

Hydro Québec Banque de Montréal  
990 CKAC 730 The Gazette Journal-montreal

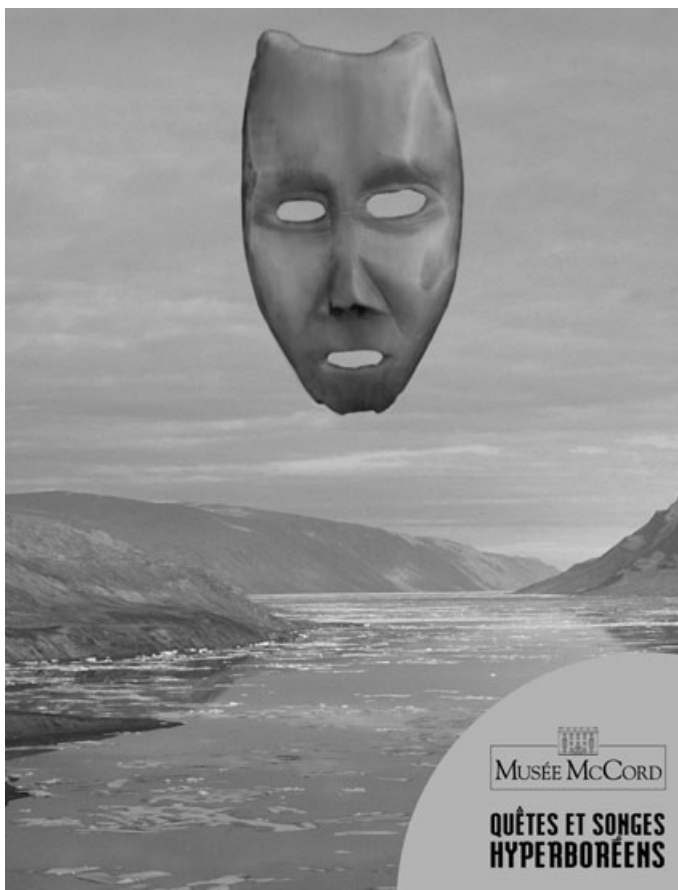
PRÉSENTÉ PAR



### THE LAURIER PROJECT (SCHOOLS)

May 30 to June 4, 2000

The Laurier Project (Schools) is a collaborative initiative of the Lester B. Pearson and English Montreal School Boards, inspired by Sir Wilfrid Laurier, who stated that the 20th century would belong to Canada. In an effort to promote Canadian history, Secondary IV (Grade 10) Quebec and Canadian history students used a variety of media to illustrate defining moments in the history of 20th-century Canada. This project is in its second year.



### THE NUTCRACKER AT THE McCORD

December 1, 2000 to January 7, 2001

The McCord Museum, in cooperation with Les Grands Ballets Canadiens de Montréal, presented costumes in the Museum's Atrium from the *Nutcracker Suite*, the enchanting ballet that has become an enduring holiday tradition. The E.T.A. Hoffman tale set to music by Tchaikovsky has lost none of its splendour since its creation in 1964 by the choreographer Fernand Nault. The costumes on display were designed by François Barbeau for productions from 1987 to the present, and included those for characters such as the King of Candyland and the Sugar Plum Fairy. The Museum also exhibited two costumes from the *Nutcracker Suite* at the entrance to Salle Wilfrid-Pelletier during the presentation of the ballet at Place des Arts.

### Travelling Exhibitions Hosted in 2000-2001

#### LOST VISIONS, FORGOTTEN DREAMS:

#### LIFE AND ART OF AN ANCIENT ARCTIC PEOPLE

From the Canadian Museum of Civilization, Hull

November 29, 2000 to May 6, 2001

This exhibition explored the history, culture and art of the Palaeo-Eskimos, displaying several hundred carvings found on archeological sites. Together these carvings represent one of the world's greatest collections of prehistoric art. Moreover, they provide a fascinating glimpse into an ancient religion and an entirely different vision of the world. The exhibition presented Palaeo-Eskimo art in the context of a way of life that was specifically adapted to the environment of the North American Arctic.

# EXHIBITIONS

## THE FAMOUS FIVE

December 6, 2000

to February 12, 2001

The McCord Museum was fortunate to be able to present a sculpture celebrating the work of five female suffragettes known as the “Famous Five.” The sculpture, titled *Women Are Persons*, is a scale replica of the monuments unveiled in Calgary in 1999 and on Parliament Hill in Ottawa in 2000. The Famous Five achieved national renown in the “Persons” Case of 1928, when they challenged the fact that women, being legal “non-persons,” could not hold public office as Canadian senators. A year later, they convinced Canada’s highest court of appeal, the Privy Council of England, to overturn the 1876 legal interpretation that had characterized women as non-persons.



Travelling Exhibitions Produced  
and Circulated by the McCord Museum  
in 2000-2001

## ACROSS BORDERS: BEADWORK IN IROQUOIS LIFE

Castellani Art Museum of Niagara University, Niagara Falls, New York,  
July 2 to November 19, 2000

This exhibition reveals the importance of beadwork in the artistic, cultural, economic and political life of the Iroquois. It also explores the many ways in which beaded objects have been used to cross cultural borders, creating a dialogue between Native and non-Native peoples.

The exhibition was organized by the McCord Museum and the Castellani Art Museum of Niagara University, New York, in collaboration with the Kanien’kehaka Onkwawén:na Raotitiohkwa in Kahnawake, the Tuscarora Nation community beadworkers in New York State, and the Royal Ontario Museum, Toronto.

The exhibition continues its North American tour at the Canadian Museum of Civilization in Hull in June 2001, then at the National Museum of the American Indian in New York City in December 2001, the Royal Ontario Museum, in June 2002, and the Mashantucket Pequot Museum and Research Center in Mashantucket, Connecticut, in November 2002.

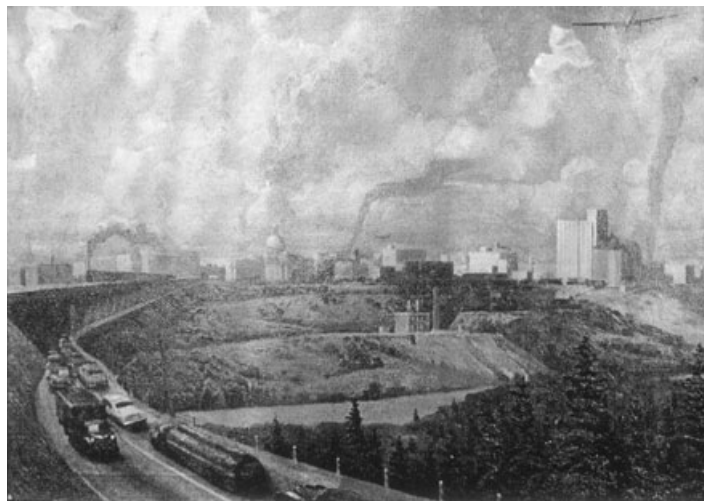


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In 2000-2001, the McCord Museum Acquisitions Committee held meetings on May 8, October 5 and December 7, 2000. At these meetings, the Museum accepted 123 gifts (for a total of 4,303 artifacts and archival documents) and refused 223 artifacts and two sets of textual archives. The acquisitions can be classified as follows:

Collections	Number of Donations	Number of Artifacts
Iconographic and textual archives	17	766 documents
Photographic archives	15	2 280 photographs
Decorative arts	17	504 artifacts
Costume and textiles	30	282 artifacts
Ethnology/archeology	7	271 artifacts
Paintings, prints and drawings	9	200 artifacts
Cross-collection acquisitions	28	(apportioned above)
<b>TOTAL</b>	<b>123</b>	<b>4 303</b>

2

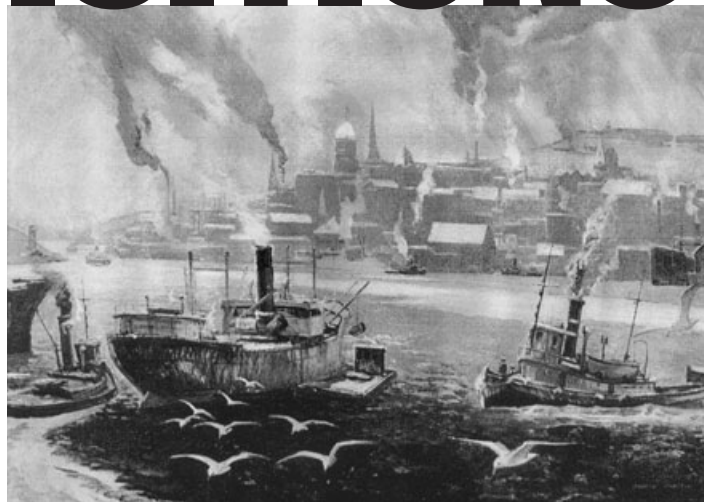


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# ACQUISITIONS

*The following artifacts were donated to the McCord in 2000–2001, and submitted to the Canadian Cultural Property Export Review Board for certification as objects of national significance:*

- 1 The archives of Duncan Bowie (1852–1914), Canadian lacrosse champion in the second half of the 19th century; donated by Ms. Yolande F. St-Pierre-Savard.
- 2 Two oils on canvas, *Ferry Crossing, Québec, 1924* and *The Mother House, Montreal, ca. 1945*, by Robert W. Pilot (1898–1967); donated by Celanese Canada Inc.
- 3 The *Samuel Bronfman Collection for Seagram*, 141 paintings including studies and works that appeared in *Cities of Canada*, a travelling exhibition presented in North and South America and Europe in 1952-1953; donated by Seagram Company Ltd.



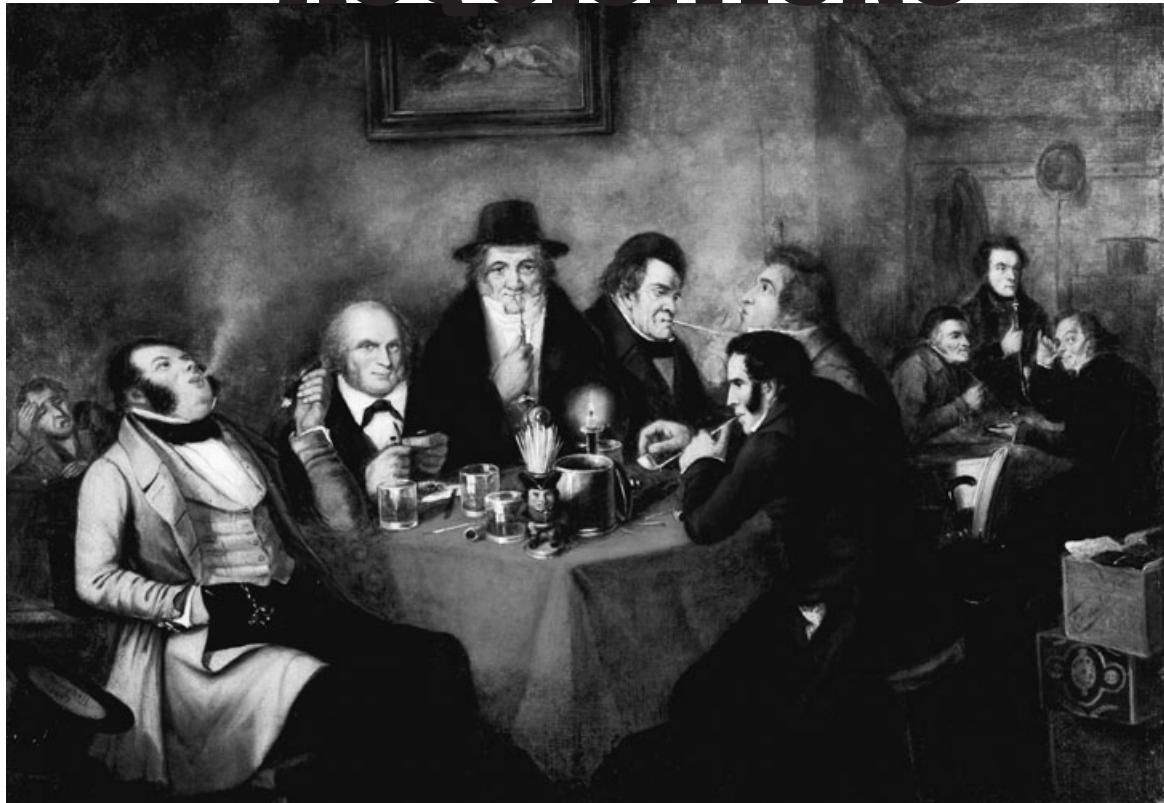


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5

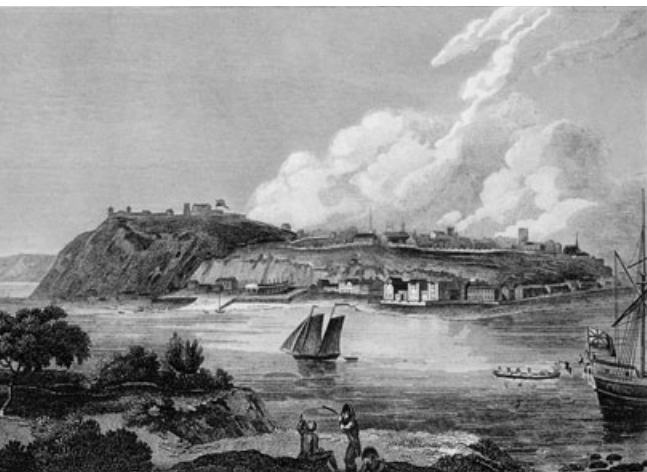
# ACQUISITIONS



6

- 4 A set of 219 political caricatures by Serge Chapleau, published in *La Presse*, 1997–1999; donated by the artist.
- 5 A set of 200 political caricatures and original drawings by Terry Mosher, alias Aislin; donated by the artist, Ms. Mary Hughson-Mosher and Dr. Stanley Blicker.
- 6 An oil on canvas, *The Shakspeare Club, Montreal, 1847*, by Cornelius Krieghoff; donated by Ms. E. R. Brodhead.
- 7 A collection of 33 iconographic works illustrating various Canadian subjects in the 19th century, by artists such as Lord Henry H. M. Percy (1817–1877), Coke Smyth (d. 1867), and William Armstrong (1822–1914); donated by Dr. Theodore D. Lande.

7



Air Canada  
 Mrs. Susan Alain  
 Mrs. Alison A. Annesley  
 Anonymous  
 M. Rosaire and Mme Gaby Audet  
 Mr. Stanley Bevington  
 Mrs. Joyce Billing  
 Dr. Stanley Blicher  
 Mme Louise Hurtubise Bousquet  
 Mrs. E. R. Brodhead  
 Mrs. Ellen Bulow  
 Mrs. Olga Burman  
 Mrs. Joachim Carton  
 Celanese Canada Inc.  
 Mrs. Greta Taylor Chambers  
 Serge Chapleau  
 Mr. Warren Chippindale  
 Mrs. Linda Cobbett  
 Mmes Cécile and Louise Dagenais  
 Mme Louise Poulin de Courval  
 The Desbarats Family  
 Mme Aline Desjardins  
 The Estate of Laurette and Robert Desjarlais  
 Mme Geneviève Devault-Clément  
 Dr. Victoria Dickenson  
 Dominion Textile Co. Ltd.  
 M. Justin Douville  
 Mr. Ben Durand  
 Mme Marie Sénécal Émond  
 Mrs. Heather Mackenzie Faith  
 M. Michel Fauteux  
 Mrs. L. A. Fisher  
 Dr. John A. Foreman  
 Mme Edith-Ann B. Garneau  
 M. Philippe and Mme Nanette de Gaspé Beaubien  
 Mme Marie Ange R. Gaucher  
 Professor Michael Gervers  
 Mme Isabelle Girard  
 Mme Michelle Gour  
     and M. André Perreault  
 M. Maurice Gravel  
 Mrs. Eve Osler Hampson  
 Mrs. Mary Hughson-Mosher  
 Mrs. G. M. Hyde  
 Mrs. Betty Kobayashi Issenman  
 Mrs. Daintry Jagger  
 Mrs. Lynn Jamieson  
 Mrs. Helen R. Kahn  
 Miss Dorothy B. King  
 Mrs. Carol Kouri  
 Mme Danielle Lamoureux

The children of Dr. J. Avila Larose and  
     Mme Antonia Vermette Larose  
 Dr. Theodore D. Lande  
 Mrs. Charlene Langlois  
 M. Pierre F. Larivière  
 Mr. Philip Leduc  
 Miss Madeleine Lefebvre  
 Mme Nicole Lefebvre  
 Mrs. Patricia Lewis  
 Mr. Kou-Lee Li  
 Mr. Richard L. Low  
 Mrs. Jewel Lowenstein  
 Mr. George R. MacLaren  
 Mme Nicole Maisonneuve  
 Mme Félicienne Manie-Côté  
 Mr. Peter G. Manning  
 Marketeers-Investment Club

Mme Louise Poulin de Courval  
 The Estate of Mrs. Jane Harris  
     Putnam  
 Mrs. Lydia Randolph  
 Mrs. Kate Reed  
 Mme Monique Plouffe Renaud  
 Mme Jeannine McKannner Rivard  
 Mrs. Helen Robinson Starnes  
 Rev. John Scrimger's grand-  
     daughters: Mrs. Elizabeth Fraser,  
     Mrs. Jean Wootton,  
     Mrs. Faith Feindel  
 Samuel Bronfman Collection  
     for Seagram  
 Mrs. Lillian Segall  
 Mr. Lorne S. Shields  
 Mrs. G. Simons

# DONORS

The Martin Family  
 Mrs. Doris and Mr. Mulla May  
 Miss Barbara H. McGibbon  
 Mrs. Ailsa Winnifred  
     Walker McGill  
 Mrs. Anson C. McKim  
 Mme Monique Meloche  
 Ms. Eileen Vaughan Menzies  
 Mrs. Elsebeth Hangoe-Merkly  
 Mr. John Bryce Mitchell  
 The Montreal Thistle Curling Club  
 Mme Monique Gougeon Morisset  
 Mr. Terry Mosher  
 Mrs. Diane Nagy  
 Mrs. Petronel Plummer Necessian  
 M. Paul Noël  
 Mme Michelle Nolin-Raynauld  
 Mrs. Anne M. O'Brien  
 Mrs. Beatrice Marelli Pearson  
 M. Luc Perrier  
 Ms. Julie Pietrusiak  
 Mme Colette Plouffe  
 Mlle Andrée Préville

M. Jacques St-Onge  
 Mme Irene and M. Wilfrid  
     St-Pierre-Savard  
 Mrs. Russell E. Steer  
 Mrs. Liliane Stewart  
 Mme Marcelle Trudeau  
 Mr. Raymond Ulyatt  
 Université de Montréal —  
     Anthropology Department  
 M. Robert Vachon  
 Mme Nicole Vallières  
 Mrs. Lillian Vineberg  
 Miss Barbara J. Whitley  
 Mrs. Kate Williams, Mrs. Elizabeth  
     Lewis, Mr. Jefferson Lewis,  
     and Mr. Wilder Lewis

# COMMUNITY EVENTS and ACTIVITIES



## Spring Activities

**APRIL 1**

“April Fool!!!” workshop

**APRIL 9**

Spring face-painting workshop

## Easter Activities

**APRIL 16**

Easter egg decoration workshop

**APRIL 22**

Scavenger egg hunt

**APRIL 23**

Workshop, “A nest-full of eggs”

## Baseball Fun!

**JULY 26**

Theatrical performance,  
*How She Played the Game*,  
with Alison Boston

**AUGUST 13, SEPTEMBER 17,**

**OCTOBER 8 AND OCTOBER 22**

Workshops, scavenger hunt,  
surprise guests and “bloopers”  
from the Montreal Expos

**OCTOBER 22**

Exhibition of baseball trophies  
during “Baseball Fun!”  
workshops

## Les Journées de la culture

**SEPTEMBER 29**

“Antiques workshop,”  
with McCord curators

**SEPTEMBER 30**

Traditional Native dance workshop,  
with Gary McFarland of the Cree Nation

## Activities in Partnership with the Traditional Chinese Culture Society of Montreal — Calligraphy Month

**OCTOBER 18**

Four Seasons Tea Ceremony

**OCTOBER 21**

Chinese calligraphy and  
painting workshop,  
with professional artist  
Ngan Siu-Mui

**OCTOBER 29**

“The Tao of Tea or the  
Art of Tea ” workshop



## Fall Activities

**SEPTEMBER 10**

Storytelling, “Le tour du chapeau,”  
with François Lavallée and  
Renée Robitaille

**OCTOBER 28**

Scavenger hunt, “A spider in  
the haunted Museum!”

**OCTOBER 29**

Pumpkin decorating workshop

**NOVEMBER 5**

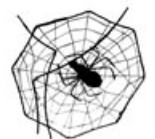
Family portrait workshop

**NOVEMBER 15**

VivaVoce concert, *Sacred and Silly –  
from Gregorian Chant to Bach*

**NOVEMBER 11, 12, 16, 17 AND 18**

Theatrical performance, *How She Played  
the Game*, with Alison Boston



## The Hylcan Foundation Program of Holiday Activities

### NOVEMBER 18 AND 25

Workshop, "The Art of Nativity Icons,"  
with Anka Elena Patru

### NOVEMBER 26

Workshop, "Nutcracker Puppets"

### DECEMBER 3

Workshop, "Gingerbread Fantasy"

### DECEMBER 6

Lecture, "Les mille et un  
visages de casse-noisette"  
with Vincent Warren

### DECEMBER 9

Performance/workshop, *The Joy of  
Juggling*, with M. Émile and Mr. Nick

### DECEMBER 10

Christmas ball decoration  
workshop, "A Christmas Affair"

### DECEMBER 16

Performances, *The Minstrel*  
(French and English)

### DECEMBER 17

Inuit embroidery and writing  
workshop, "Inuit Celebration"

### DECEMBER 17

Performance, *L'esprit de la lune*

### DECEMBER 27

Workshop, "Nutcracker Costume  
Design," with François Barbeau

### DECEMBER 27

Presentation, "Pointers on Points,"  
with the staff of the Atelier  
Angelo Luzio

### DECEMBER 28

Marionette performance,  
*The Three Wishes*

### DECEMBER 29

Workshop, "Nutcracker Shoes"

## Winter at the Museum

### FEBRUARY 9

Concert performance by  
VivaVoce, *Gypsies!*

### FEBRUARY 11

Valentine's Day card workshop

### FEBRUARY 14

Special event, "On Cupid's Wings"

### MARCH 4 AND 18

Animated historical visit  
"A Rendez-Vous with History"

### MARCH 25

Sculpture workshop

### MARCH 28

Concert performance by VivaVoce,  
*A History of Song in Quebec*

## Lectures in Partnership with Heritage Montréal

### SEPTEMBER 2

"Faites rimer architecture et  
histoire!" Guided tour  
by Héritage Montréal

### SEPTEMBER 6

"25 years of exploring and  
protecting our city's heritage,"  
by Dinu Bumbaru

### SEPTEMBER 13

"The evolution of Montreal's  
neighbourhoods," by David Hanna

### OCTOBER 11

"Un choix de vie à partager,"  
by André Michel

### OCTOBER 25

"Cornelius Krieghoff, peintre  
et ethnologue avant la lettre?"  
by Paul Maréchal

### NOVEMBER 8

"Vivre, aimer et mourir  
en Nouvelle-France,"  
by André Lachance

## Lectures in Partnership with Art Focus / Art au Point

### OCTOBER 26

"The Bilbao and the Getty  
Museum," by E.J. Johnson

### NOVEMBER 9

"Cézanne: Artist and Scientist,"  
by Gyde Shepherd

### NOVEMBER 22

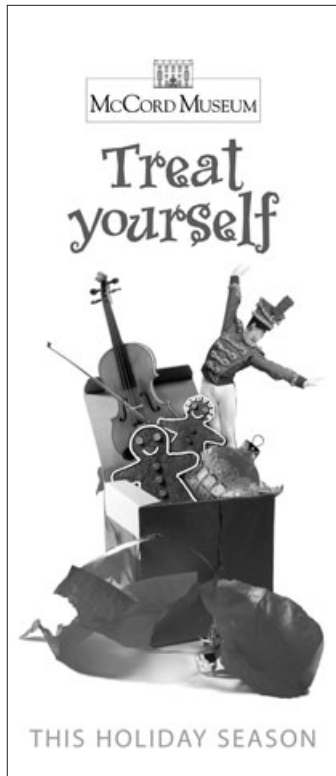
"Points of views: the joys of  
travel photography,"  
by Brian Merrett

### NOVEMBER 23 AND 30

"Canadian Pressed Glass,"  
by Conrad Graham

### FEBRUARY 6, 8, 20, 22

"Transfer-Printed Ceramics  
for the Canadian Market,"  
by Conrad Graham



# COMMUNITY EVENTS

## Montreal Highlights Festival — A Festival of Music for Young People

### Performances

#### FEBRUARY 10

*Two guitars going nuts!*  
with Duo Alba\*

#### FEBRUARY 17

Marionette Performance,  
*Mozart's Tiny Universe*,  
with Magda Harmignies,  
Marionettes\*



#### FEBRUARY 18

Performance and tasting,  
"Paroles d'espace et de froidure,"  
with storyteller Jacques Pasquet,  
sculptor Orta Van Hoye and Inuit  
throat singers

#### FEBRUARY 24

*Cordophony*, with Pierre Giroux\*

#### FEBRUARY 25

*La grande chaîne en gigue* (English  
and French), with La Grande  
Chaîne\*

\*Presented by *Les Productions  
Micheline Gervais*



## Native Cultural Activities

#### APRIL 3–5, 2000

Information booth and artistic animation at Dawson  
College during Native Awareness Days

#### MAY 28

Meeting with elders of the Haitian Christian Community  
of Montreal and the Elder's Lodge of Kahnawake during  
the Mothers' Day celebration

#### JUNE 13–22

Presentation of three documentaries at the McCord in  
collaboration with Vic Pelletier Productions and Taqramiut  
Productions, as part of the 10th edition of the *Présence  
Autochtone* Festival, organized by Land InSights

#### JUNE 25–SEPTEMBER 6

"The Splendours of Native Culture," a series of summer  
workshops for family-oriented tourism held in the exhibition  
*Simply Montréal*.

#### JULY 9

Meeting with elders at the Kahnawake Pow Wow

#### SEPTEMBER 9–10

Information booth at the Pow Wow in the Old Port of Montreal,  
organized by the Native Friendship Centre

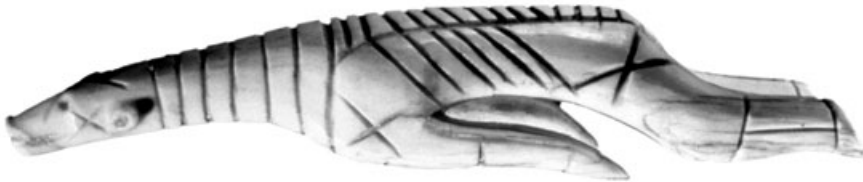
#### SEPTEMBER 20

Activities at Fernand-Séguin primary school in preparation  
for school visits to the Museum

#### SEPTEMBER 26

Lecture and discussion in a course on Native art history  
at UQAM, by Dolorès Contré Migwans

# and ACTIVITIES



## SEPTEMBER 30

Introductory Native dance workshop as part of *Les Journées de la Culture*, with traditional dancers Gary McFarland (Cree) and Dolorès Contré Migwans (Ojibwe)

## OCTOBER 2000–MAY 2001

Collaboration with Les Productions Taqramiut on three documentaries about Inuit culture, as a complement to the school tour for the exhibition *Lost Visions, Forgotten Dreams*

## OCTOBER 27–29

Host of the *Congrès des Algonquistes*, organized in conjunction with McGill University

## NOVEMBER 17

Visit to the McCord by Native interns to familiarize themselves with the Museum's resources and services, in collaboration with the Canadian Museum of Civilization in Hull

## NOVEMBER 28

Premiere at the Museum of *Finding My Talk*, a documentary series on Aboriginal languages produced by Mushkeg Media, broadcast on the Aboriginal People's Television Network in January 2001

## DECEMBER 4–6

Participation in the 17th annual First Nations Education Conference

## JANUARY–MARCH 2001

Coordination and animation of the Arrimage 2001 project in collaboration with Réal Dupont, Director of Cultural Resources, l'École montréalaise Program, Ministère de l'Éducation du Québec—creation of *The Tree of Peace*, a large-scale multimedia installation, as a complement to the exhibition *Living Words: Aboriginal Diplomats of the 18th Century*, with the participation of visual artists and several hundred primary school students

## JANUARY–JUNE 2001

Tour of several primary, secondary and CÉGEP-level schools for discussions on Native culture

## PUBLIC LECTURES AND COLLOQUIA

"Individuals not Nations:

Rethinking History in a Global Age,"

McGill University

McDonald-Currie Lecture

given by David P. Thelen, PhD, History Department, Indiana University

October 18, 2000

"The Presence of the Past: Popular Uses of History in American Life,"

Presentation to and discussion with an audience of Museum directors and museologists on the role of museums in the presentation of history and the preservation of memory,

led by David P. Thelen, PhD, Indiana University

October 19, 2000

"Exhibiting History:

Conversations about *finsdesiècle@mccord*,"

Colloquium with panelists

Bettina Bradbury, PhD,

History Department,

York University

Sherry Olsen, PhD,

Geography Department,

McGill University

Mary Anne Poutanen, PhD,

History Department,

McGill University

March 13, 2001



# LECTURES

CYNTHIA COOPER

"Fancy dress and gender issues." Lecture at McCord for McGill graduate seminar in communications, *Gender & Technology: Feminist Approaches*, March 10, 2000.



Invited Session Chair for "Collections-collectionneurs: textiles en France et en Amérique." Musée de la civilisation, Québec, April 2000.

"What's Wrong With This Picture? Exhibiting Native Dress as Fancy Dress." Costume Society of America National Symposium, Williamsburg, VA, May 31-June 4, 2000.

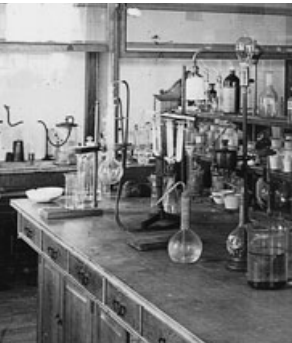
Invited Session Chair for "Textiles de France et d'Amérique." AFET Conference, Québec, October 6 and 7, 2000.

"Montreal's Historical Fancy Dress Ball of 1898." Town of Mount Royal Women's Community Club, October 11, 2000.

Lecture on costume for course in material culture, McGill Institute for the Study of Canada, November 16, 2000.

"Montreal's Historical Fancy Dress Ball of 1898." Bibliothèque de Saint-Laurent, February 28, 2001.

"Montreal's Historical Fancy Dress Ball of 1898." Chateau Ramezay, March 26, 2001.



VICTORIA DICKENSON

"Citizenship and Heritage." Workshop leader and session chair at the 2020 *Citizenship Colloquium: Assuming Responsibility For Our Future*, McGill Institute for the Study of Canada, Montreal, October 21, 2000.

CONRAD GRAHAM

"Canadian Pressed Glass." Art Focus Lecture Series, Nov. 21, 23, 28, 30, 2000.

"Transfer-Printed Ceramics for the Canadian Market," Art Focus Lecture Series, February 6, 8, 20, 22, 2001.

"Early Prints of Montreal." Historical American Print Conference, Burlington, Vermont, June 8-11, 2000.

MARIE-CLAUDE LAROUCHE

"The Laurier Project." Lecture at Ottawa 2000, *A National Canadian Studies Institute for Teachers* training session, University of Ottawa, July 11, 2000.

MOIRA T. MCCAFFREY

"Hurry Up and Wait: 25 years of Archaeology in the Eastern Subarctic." Invited speaker, *Canadian Archaeology in the Last Quarter of the 20th Century*, Annual Meeting of the Canadian Archaeological Association, Ottawa, May 3-7, 2000.

"Critiques, Clarity and Constraints: the Curatorial Process in *Across Borders*." Invited speaker, *Re-imagining Iroquoia: A Cross-Disciplinary Examination of Indigenous Representation and Museum Practice*. State University of New York at Buffalo, Art History Department, November 17-18, 2000.

"Introduction." Invited Session Chair for "The Contemporary Use and Significance of Traditional Arctic Clothing, Part B: Clothing in a Modern World." *Arctic Clothing of North America – Alaska, Canada, Greenland*, Department of Ethnology, The British Museum, London, March 29-31, 2001.

# Scholarly

NICOLE VALLIÈRES

"Défier le partial et le partiel: objet muséal et Internet comme catalyseurs dans le processus d'apprentissage de l'histoire chez les étudiants du primaire et du secondaire." *Troisièmes rencontres francophones – Nouvelles technologies et institutions muséales*, Brussels, October 10 and 12, 2000.

"Le McCord numérique: l'impact." *Collaboration, contenu, convergence*, Annual conference of the International Committee for Documentation (CIDOC) of ICOM, Ottawa, August 25, 2000.

"Intégration des ressources muséales pour l'apprentissage de l'histoire." Pour que survive la mémoire vive, 29th conference of the Association des archivistes du Québec, Montreal, June 3, 2000.

"Learning History." Museums and the Web 2000 Annual Conference, Minneapolis, Minnesota, April 17, 2000.

# PROFESSIONAL ACTIVITIES

CYNTHIA COOPER

Board Member, Costume Society of America, Region 1

VICTORIA DICKENSON

Adjunct Research Professor, Department of History,  
Carleton University

Member, Historica Council

Member of the Board of Trustees, McGill Institute for the  
Study of Canada

Member, Canadian Art Museums Directors' Organization  
(CAMDO)

Member, The Board of Montreal Museum Directors (BMMD)

Member, Regroupement des musées d'histoire de Montréal

Discussion group, *Virtual Museum of Canada*, Canadian  
Heritage Information Network, Canadian Heritage,  
June 2000

Member, Advisory Group, Preservation Initiative *A future for  
Our Past: The Preservation of Canada's Heritage Collections*,  
October 2000

Jury member, *Canada's Digital Collections* program, Industry  
Canada, October 2000

Jury member, Community-University Research Alliance  
(CURA), Social Sciences and Humanities Research Council  
of Canada, December 2000

Assessor, National Pilot Project of the Museum  
Achievement Program, Museums Alberta, February 2000

CONRAD GRAHAM

National Council Member of the Canadian Society  
of Decorative Arts

SUZANNE MORIN

Member, Groupe d'archivistes de la région de Montréal

NICOLE VALLIÈRES

Jury member, Réseau des archives du Québec, Programme  
de la gestion de la préservation 2001–2002, Montreal,  
January 7, 2001.

Jury member, Peer Review Committee, Société des Musées  
québécois, Bourses de participation, *Troisièmes rencontres  
francophones — Nouvelles technologies et institutions  
muséales* — Brussels, Montreal, August 28, 2000.

Roundtable participant, project to create an applied history  
option in the master's program in history, Université du  
Québec à Montréal, Vice-rectorat à la formation, Faculté  
des sciences humaines, Montreal, June 6, 2000.

Jury member, Canadian Museums Association, 2000  
Program, Young Canada Works (Heritage Canada), Ottawa,  
April 2–4, 2000.

Jury member, Museums Assistance Program (MAP),  
organizational development, Canadian Heritage (March 2000).

Member, Scientific Committee, *Troisièmes rencontres  
francophones — Nouvelles technologies et institutions  
muséales* (1999–2000).

Member, Committee Advisory Board, The Museum System,  
New York City (1998–2001).

Member, Editorial Committee, "Comment documenter  
vos collections? Le guide de documentation du Réseau  
Info-Muse," Françoise Simard and France Desmarais  
(new edition). Montreal, Société des musées québécois,  
2000, xxvi, 474 pp.

# ACTIVITIES

ANNE MACKAY

Executive Councillor, Board of Directors, Canadian  
Association for Conservation

Accredited Member, Canadian Association of Professional  
Conservators

MOIRA T. MCCAFFREY

Commissioner, Commission des biens culturels, Ministère  
de la Culture et des Communications du Québec

Member, Plains Curators Committee of North America

Member, Research Advisory Committee, Canadian Museum  
of Civilization, Hull, Québec.

Expert Examiner, Canadian Cultural Property Export  
Review Board



**IN 2000–2001, THE McCORD RECORDED**

**A SLIGHT INCREASE IN THE NUMBER OF VISITORS AS WELL AS IN ADMISSION REVENUES.**

**ONCE AGAIN, THESE INCREASES WERE DUE TO THE SUCCESS OF THE MUSEUM'S EDUCATIONAL AND COMMUNITY PROGRAMS. TOURISTS REPRESENTED MORE THAN 75% OF INDIVIDUAL VISITORS, WHILE MONTREALERS — ESPECIALLY STUDENTS — ACCOUNTED FOR MORE THAN 85% OF GROUP VISITORS. MONTREALERS AND TOURISTS EACH MADE UP 50% OF THE McCORD'S TOTAL NUMBER OF VISITORS.**

**IT IS ALSO INTERESTING TO NOTE THAT MORE MEN VISITED THE MUSEUM THIS YEAR THAN LAST (47% AS COMPARED WITH 41% IN 1999–2000), THE PLAY-BALL MONTRÉAL EXHIBITION UNDOUBTEDLY CONTRIBUTING TO THE INCREASE.**

## Educational Programs

As a result of the recent reform of the school system in Québec, students are expected to play a greater role in their own education — by being more involved and more self-sufficient, and by improving their learning skills. For several years now, the McCord's educational programs — the introduction of guided tour scenarios, the development and use of an educational collection of artifacts, and the introduction of the Five Keys to History approach to learning — have reflected the spirit of this reform. These programs have enabled us to develop a wonderful relationship with schoolchildren, and we are feeling the effects.

We have also interacted with some 300 teachers-in-training, who learned about the McCord's educational approach and programs as part of their humanities coursework; these encounters were held under the framework of an innovative project between the Museum and the Faculty of Education at the Université du Québec à Montréal. This project provides the McCord and other museums with the opportunity to host elementary-level student teachers twice during their initial training.

In order to help our Museum guides meet these new challenges and become more involved and self-motivating, we made several new training programs available. The Krieghoff Project, for example, enabled guides to create the tools — namely, the adult group visit scenario — which were used during the *Krieghoff: Images of Canada* exhibition in June 2001.

Successful special projects included the second edition of the Laurier Project (Schools), which this year involved a larger number of works produced by Secondary IV students, and the Heritage Fair Project, where elementary school students submitted original projects about Canadian history to the Museum.

# VISITOR



In addition to student groups, many academics and visitors with special interests — as well as thousands of regular Museum-goers — participated in programs organized around our exhibitions.

## Client Services

This year, the Museum Rental Program hosted 89 private events, including the 32nd Congrès des Algonquistes, the Women's Art Society lecture series, fundraisers, book and product launches, a preview of the Mountain Lake PBS collection, two film shoots and several other activities. More than 6,800 people visited the McCord and its exhibitions through the Rental Program.

In connection with the 330th anniversary of the Hudson's Bay Company, 22 enlargements of photos from the McCord Museum's Notman Photographic Archives were on loan to The Bay department store in downtown Montreal from May to August 2000.

# SERVICES AND MARKETING

## Community Programs

During the year, many special events were held to celebrate the Christmas season, Halloween, Valentine's Day and Easter, with the Museum becoming a meeting place for numerous Montreal families.

Again this year, the Museum teamed up with outside partners to present lectures and other events. The Museum renewed its collaboration with Héritage Montréal and the group Art Focus/Art au point for a series of lectures. The VivaVoce music ensemble joined with the Museum to present a series of three concerts, and in October the McCord took part in Chinese Calligraphy Month. In conjunction with the presentation of Les Grands Ballets Canadiens de Montréal *Nutcracker* costumes at the McCord, the Museum held several workshops and lectures featuring artists and designers from the renowned Montreal cultural institution. Finally, as part of the Montreal Highlights Festival, the Museum presented a festival of music for young audiences and a multidisciplinary show on the theme "Legends of the Far North."

With three years of experience to its credit, the community programming team is becoming increasingly expert at identifying the expectations of its varied audiences and providing them with dynamic, imaginative, and enjoyable programming that genuinely reflects the spirit of the Museum.

## Native Peoples Cultural Activities

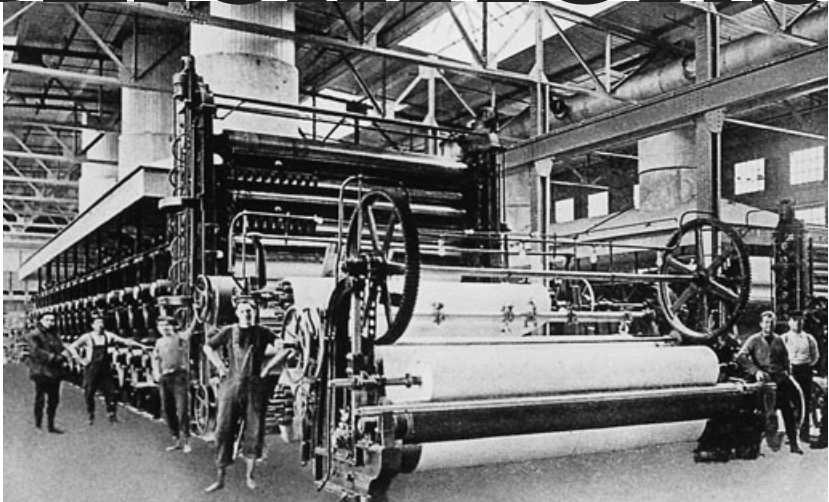
The presence on staff of a Native educator since the summer of 1999 has further enhanced the McCord's long-standing policy of dialogue and cooperation between Native peoples and the Museum. Special events, performances and workshops, along with other educational and community programs, have provided the public with a contemporary and dynamic image of the cultural realities of Native communities.

The establishment of a new Centre for Aboriginal Programs will build on the existing relationship between the McCord Museum and Native peoples, and represents a tangible way for both to derive mutual enrichment and benefit from each other's experience and knowledge. The Centre will help the McCord Museum explore new opportunities in cooperation with First Peoples.

Michel Pelletier  
DIRECTOR, VISITOR SERVICES AND MARKETING

# COMMUNICATIONS and PUBLICATIONS

**THE COMMUNICATIONS  
AND PUBLICATIONS  
DEPARTMENT PLAYS AN  
IMPORTANT ROLE IN PROMOTING  
THE MUSEUM'S INSTITUTIONAL  
OBJECTIVES AND  
OVERALL MANDATE.  
ONE OF THE DEPARTMENT'S  
PRINCIPAL MANDATES IS  
TO RAISE THE McCORD'S  
PUBLIC PROFILE AND POSITION  
THE MUSEUM IN LOCAL  
AND NATIONAL  
MARKETS.**



## Publicity and Promotion

The Publicity and Promotion division plans and coordinates publicity campaigns for each of the McCord's exhibitions and public events, overseeing the preparation and design of all the Museum's advertisements and promotional materials. As in previous years, in 2000-2001, the McCord hired the services of a Montreal agency for its media buy, and contracted out the design of publicity, promotional materials and publications to an external design firm, which, over the years, has developed an elegant signature look for the Museum.

## Partnerships

In 2000-2001, the McCord renewed its ongoing media partnerships with *The Gazette*, *La Presse*, and CKGM/CHOM FM. For the exhibition *Play-Ball Montréal*, the Museum developed additional media partnerships with *Le Journal de Montréal*, CKAC, Mountain Lake PBS, and Le Réseau des Sports (RDS), the exhibition's official presenter. The Montreal Expos and la Cinémathèque québécoise were supporting partners for the exhibition's promotion. Through an agreement with Steda Marketing, *Play-Ball Montréal* was also promoted on the radio regionally in Ontario, in Albany, New York, and in Burlington, Vermont. Listeners in these regions were offered packages throughout the summer that included transportation to Montreal, hotel accommodations, and free passes to the McCord and to an Expos game.

In January 2001, the department organized a history contest for families to promote the Museum's permanent exhibition *Simply Montréal*. The contest was prepared, designed and coordinated by freelancer Anne-Sophie Gagnon. Information panels were installed in three commercial centres in downtown Montreal, The Bay, Place Montréal Trust and Complexe Desjardins, as well as in the front lobby of the McCord. Montrealers were given three weeks in which to answer eight questions about their city's history. Each panel provided information related to two of these questions, so that participants were encouraged to visit all four sites. The contest was promoted in *The Gazette* and *La Presse*, and answers were also randomly given out over the three-week period by our radio partners for the contest, CKGM/CHOM FM and Cité Rock détente. More than 400 people participated in the contest. The grand prize went to Ronald Larose, who won a weekend for a family of four at the Ritz-Carlton Hotel. Runner-up prizes included gift certificates at stores in the participating commercial centres and at the McCord's boutique and café, and went to Gilbert St-Phar, Angelina Persechino, Marielle Fournier, Sophie Desmarais, Colette Lauzon, Myriam Daoust, Micheline Fillion, Mabel Martin, Jean-Pierre Benoit, and Bobby Bélanger.

## Media and Public Relations

Media coverage of the Museum has grown enormously this past year, particularly since the exhibition *Play-Ball Montréal*. Overall coverage has both increased in quantity and become more diversified, with increasing numbers of requests coming from media aimed at young audiences. In May 2000, the McCord participated in Montreal Museums Day, an annual open-door event spearheaded by the Montreal Board of Museum Directors, and coordinated at the McCord by the Communications department. The Museum welcomed more than 4,000 visitors on this day alone.

The McCord's exhibition *1792@100* was officially inaugurated in April 2000 by Françoise David, Director of the Federation of Quebec Women, and Gretta Chambers, Chancellor Emerita of McGill University. This multimedia exhibition received a great deal of interest from the media, who regularly solicited interviews with the exhibition's curator, Andrée Blais.

The exhibition *Play-Ball Montréal: A Century of Baseball in Quebec* was inaugurated in May 2000 by baseball collector and entertainer Alain Choquette, Expos Vice-President David Samson, RDS President and General Manager, Gerry Frappier, and the exhibition's spokesperson, hall-of-famer Claude Raymond. The master of ceremonies was RDS television host Claude Mailhot. On the morning of the event, Global Television did a live feed-in from the Museum during their morning show. The sports channel RDS, the exhibition's official presenter, covered the event live during their evening show. Mr. Raymond gave radio and television interviews throughout the week of the exhibition's opening, and the McCord's name was everywhere to be seen in Montreal's electronic and print media throughout the summer.

The exhibition *Lost Visions, Forgotten Dreams* from the Canadian Museum of Civilization was launched in November 2000 in the presence of members of Montreal's Inuit community and specialists in the field. Guests were entranced by Inuit throat-singers Taqralik Partridge and Nina Segalowitz, who opened and closed the event. This exhibition of tiny ancient carvings from Canada's North received a great deal of media coverage.

In January 2001, the McCord hosted an event to celebrate the travelling exhibit *The Famous Five*. Guests of honour included Famous 5 President and CEO, Frances Wright, Vera Danyluk, Chair of the Executive Committee of the Montreal Urban Community, Senators Sheila Finestone and Joan Fraser, and a delegation of Girl Guides.

Among its ongoing activities, the division produced and issued exhibition summaries, news releases and media kits for each of the Museum's in-house and visiting exhibitions, and responded to several hundred requests from the media and the public for information of all kinds, including requests for interviews, film shoots and special tours.

# COMMUNICATIONS and PUBLICATIONS

In 2000-2001, the division took over the responsibility for producing and updating the written material on the Museum's revamped Web site. In January 2001, we also began posting all McCord news releases on our Web site, thus making them available to the general public ([www.mccord-museum.qc.ca](http://www.mccord-museum.qc.ca)).

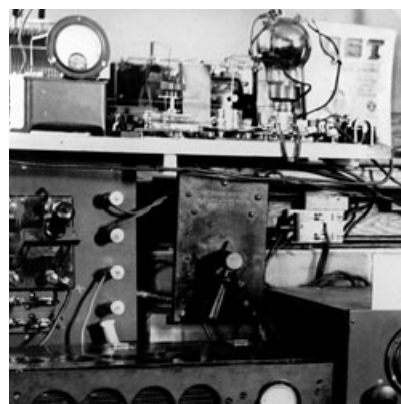
Starting in February 2001, the Communications department undertook a survey of the Museum's membership with the Visitor Services and Development departments. The survey was coordinated by Francine Freeman, an intern from Concordia University's Graduate Diploma in Administration program. Of 595 member households targeted by the survey, 193 or 32 % were returned — an excellent response rate. The questionnaire gathered socio-demographic information about members, as well as their assessments of and level of satisfaction with a variety of Museum services and benefits, including the newsletter, exhibition events and activities, the boutique and café. Results were tabulated over the summer of 2001 and published in the *McCord* newsletter. A membership committee will be established internally to analyze these results and determine what course of action should be taken. The Museum is deeply grateful to all those members who took the time to fill in these surveys. This information is extremely valuable to us.

## Publishing Program

Each year, the Publishing Program produces a number of recurring publications. In 2000-2001 these included the 1999-2000 annual report, three member newsletters, several activities and events flyers, and a school program flyer. The annual report is also made available in PDF format on the Museum's Web site.

Among non-recurring projects in 2000-2001, the division oversaw the preparation and production of a 73-page booklet aimed at high school students on the history of the Great Peace of Montreal. Authored by French historian Gilles Havard, the book was issued in English and French versions in August 2001.

The division also oversaw the preparation and production of a 15-minute video on the Museum's Costume and Textiles Collection. Produced jointly by the McCord and Sono Design, the video takes the viewer into the Museum's Costume reserves and laboratory. Because of the extreme fragility of the fabrics and textiles, these reserves are rarely seen by the public. The video is destined for students and specialists in the field of costume, fashion and design. It was made possible through the generous support of the Hylcan Foundation and Mountain Lake PBS.



## Comings and Goings

In the autumn of 2000, Annie Daoust, Coordinator of Communications, left the Museum to take up a position in the information technology sector. Annie's contribution to the department cannot be overestimated. Her exceptional organizational skills and cheery presence will be sorely missed. The department was very lucky, however, to find an equally exceptional coordinator to take up the challenge. Nike Langevin, who joined the department in January 2001, has eight years of Museum and Communications experience and a background in anthropology, ethnology and art history. She is a most welcome addition to the team.

The McCord's profile has grown enormously over recent years thanks to our high-quality exhibitions, our many events and activities, and our increasing visibility in the Montreal media. The success of all these events and campaigns would not have been possible without the exceptional dedication and hard work of all the Communications staff.

Wanda Romer  
Taylor  
**PUBLISHER**  
**DIRECTOR, COMMUNICATIONS**

**FOR THE THIRD YEAR IN A ROW, THE McCORD SURPASSED ITS OVERALL REVENUE OBJECTIVE—THIS YEAR BY MORE THAN \$400,000. THIS WAS DUE LARGELY TO TWO NON-RECURRING GRANTS: A FEDERAL GRANT FOR A VIRTUAL NOTMAN EXHIBITION AND A GENEROUS CONTRIBUTION FROM JOSEPH E. SEAGRAM & SONS. FURTHERMORE, THE PLAY-BALL MONTRÉAL! GALA RAISED \$200,000, MAKING IT THE MOST SUCCESSFUL OF THOSE HELD AT THE MUSEUM.**

# DEVELOPMENT

**NONE OF THIS WOULD HAVE BEEN POSSIBLE WITHOUT THE EFFORTS OF THE DEVELOPMENT COMMITTEE, CHAIRED BY R. DAVID BOURKE, THE HARD WORK OF EVERY MEMBER OF THE STAFF AND, MOST IMPORTANT, THE GENEROSITY OF OUR DONORS.**

## Annual Giving Campaign

The Annual Giving Campaign is one of the Museum's few sources of undesignated annual operating funds — i.e., funds that are not earmarked for specific Museum departments or projects. As in 1999-2000, our objective for the 2000-2001 campaign is \$200,000. The campaign is again made up of members from outside the Museum. They include André Charron, Léon Courville, Jane H. (Pam) Dunn, Mark J. Oppenheim, CA and Ian A. Soutar, C.F.A.

The 1999-2000 campaign wrapped up its work in September 2000. It was chaired by David H. Laidley, F.C.A., of the firm Deloitte & Touche. Committee members included André Charron, David C.A. Hannaford, Joanne M. Meyer, and Mark J. Oppenheim, C.A.

## Membership

This year, the Museum surpassed its annual objective of raising \$30,000 through membership fees. While Development focuses on membership renewals, the department also solicits new members, principally from visitors to the Museum, who are invited to fill out a coupon at the Admissions Desk. At the end of each month, lucky visitors are awarded valuable prizes, including gift certificates redeemable at the McCord's café and boutique.

The McCord is also keenly interested in getting to know its members better. To this end, the Development office collaborated with the Communications Department, on a survey of the membership in February 2001.



## Special Events

Two special fundraising events were held this past year, each of which attracted a record number of guests.

On May 17, 2000, a gala was held to celebrate the opening of the exhibition *Play-Ball Montréal*. Under the patronage of Stephen Bronfman, Jeffrey Loria and Jacques Ménard, more than 300 guests enjoyed an evening of cocktails, dinner, dancing—and virtual batting practice! The gala raised a record \$200,000 (\$170,000 net). Many thanks are due to co-chairs Marc Bibeau, Mark Routtenberg and Mark Smith, and the members of their committee: Penny Baudinet, Martha Beattie, Ingrid Bryson, Sue Cavell, Sylvie Chagnon, Diane Deruchie, Carrie Garbarino, Rosemary Hoppenheim, Claire Kruyt, Caroline Labelle, Linda Leus, Jewel Lowenstein, Barbara Molson, Anne Robert Morin, Judy O'Brien, Nancy Rosenberg, Frema Routtenberg, Cindy Sampson, Sandra Schlemm, Manon Vennat and Judith Webster.



## DEVELOPMENT

### Grants

Arguably the most exciting initiative launched last year was the McCord's new Aboriginal Collaboration Pilot Project. The Museum is seeking government grants to finance this three-year project, which will involve creating a new position — Aboriginal Curatorial Assistant — and inaugurating the McCord's new Centre for Aboriginal Programs and Aboriginal Training Program in Museum Practices.

The impetus behind the project was the award-winning McCord exhibition *Across Borders: Beadwork in Iroquois Life*, now circulating throughout North America thanks in part to the Museum Assistance Program. The exhibition was produced in collaboration with Native, non-Native, American and Canadian scholars and beadworkers. The project builds on this past experience and promotes one of the Museum's most important collections. It also coincides with preparations for the opening of a new First People's Gallery.

Quebec's Department of Indian Affairs has already committed \$15,000 over three years to the pilot project, while the Department of Education has committed \$10,000. The Museum received some interim financing from the Quebec Native Women's Association. The Project has the support of the Kanien'kehaka Onkwawén:na Raotiohkwa in Kahnawake, the First Nations Human Resources Development Commission of Quebec, the Native Friendship Centre of Montreal, the Canadian Museum of Civilization's Aboriginal Training Program in Museum Practices, and the Saskatchewan Indian Federated College.

By securing ongoing positions for Aboriginal peoples, we avoid the laborious and recurring task of preparing grant applications for relatively modest sums to finance seasonal positions at the Museum. This ambitious project builds on the recommendations of the Canadian Task Force on Museums and First Peoples, and demonstrates the McCord's commitment towards First Nations communities. It will also serve as an important model for future collaborations between First Nations communities and museums with First Nations collections.

On October 19, 2000, the Museum hosted *McCord à la Mode*, a fashion show fundraiser staged by Montreal couturiers Serge & Réal. The fashion show offered the Museum a wonderful opportunity to promote its renowned collection of Costume and Textiles. The show surpassed its net profit objective by \$8,000 and generated an unprecedented amount of media coverage. Many thanks are due to co-chairs Jean-François Sauvé and his wife Diane Sauvé, and their committee: Joan Aird Jacobsen, Penelope A. Baudinet, Jacqueline Beaudoin-Ross, Ann Birks, Nancy Bloomfield, Marlene Bourke, Michèle Boulanger-Bussièrre, Sylvie Chagnon, Anna De Benedictis Vineberg, Janet Dussault, Cynthia Gordon, Caroline Labelle, Lyse Laberge, Josée Lacoste-Lépine, Linda Leus, Jewel Lowenstein, Andrea McConnell, Louise Melling, Barbara Molson, Judy O'Brien, Hilary Radley, Julia Reitman, Jocelyne Roberge, Frema Routtenberg, Sandra Schlemm, Jane Silverstone Segal, Betty Teryazos, Judith Webster and Cynthia Cooper, Curator of Costume and Textiles, member ex-officio.

# McCord Museum Endowment Program

FUND

THE McCORD ENDOWMENT FUND

ENDOWED CURATORIAL POSITIONS:

- Curator of Material History
- Curator of the Notman Photographic Archives
- Curator of Costume and Textiles
- Curator of Ethnology and Archaeology

ENDOWED EDUCATIONAL PROGRAM

ENDOWED ARCHIVES AND DOCUMENTATION CENTRE

ENDOWED CENTRE FOR ABORIGINAL PROGRAMS AT THE McCORD

ENDOWED COSTUME AND TEXTILES CONSERVATION PROGRAM

FASHION COMMUNITY ALLIANCE PROGRAM

Target

\$20 million

\$1.5 million each

\$1 million

\$1 million

\$1 million

\$500,000

\$100,000

The Laurier Project (Schools) received support from the Rencontres culture-éducation programme of the Ministère de la Culture et des Communications du Québec. The project aims to encourage students to express their own perceptions and understanding about our history, using new-media tools.

The federal government's Museum Assistance Program has made a second contribution of \$75,000 (the first, \$41,814, was for research and planning) towards the production and travel phase of a major exhibition on menswear that will be presented at the McCord in 2002. In preparing for the corporate sponsorship work that lies ahead for this costly exhibition, the department has taken steps, with the assistance of interns Émilie Parfondry and Gaëlle Thouzery from the École du Louvre in Paris, followed by Suzanne Chabot and Kristina Jouvert from the Museology Masters program at the Université de Montréal, to align the McCord with Montreal's vibrant fashion community. These included surveying the community, inviting its members to the McCord to exchange ideas for possible partnerships, and producing promotional documents about the Museum's renowned Costume and Textiles Collection.

The Hylcan Foundation renewed its triennial support, this time for our Community Activities brochures. This year, the Foundation, in partnership with Mountain Lake PBS, subsidized a special video project that consisted of a virtual tour of our Costume and Textiles Collection.

## Corporate Sponsorships

The extremely successful *Play-Ball Montréal* exhibition and gala attracted numerous sponsors. The Montreal Expos, Hydro Québec and the Bank of Montreal were sponsors of the gala, and became major sponsors of the exhibition as well. The official presenter of the exhibition was Le Réseau des sports (RDS).

The Museum has secured \$75,000 in sponsorship from AIM Funds Management for the exhibition *Krieghoff: Images of Canada*, which opened in June 2001. AIM Funds Management will be the exclusive presenter of the exhibition.

## Major and Planned Gifts Program

The Museum received a very generous donation from Robin B. Pitcher in the form of an endowment named in honour of his parents. Income from the *Paul and Josephine Pitcher Memorial Fund* will generate a permanent and regular source of funds to help offset the Museum's general operating costs.

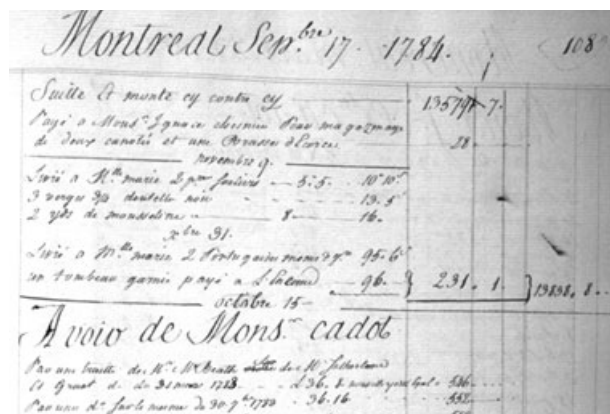
A major gift was recently received from a fashion designer, who has asked to remain anonymous. The gift has served to launch the Curator of Costume and Textiles Endowment Fund. Joseph E. Seagram & Sons, Ltd. accompanied their donation of more than 75 paintings, the *Samuel Bronfman Collection for Seagram*, with a major gift to help defray the costs of acquiring and maintaining the collection.

The McCord Museum Endowment Program (see table, above) was established to help secure the Museum's future in perpetuity. Gifts, both immediate and deferred, may be directed to one of the existing funds already prioritized by the Museum or to establish a new fund. Only investment income generated from the endowment fund's capital is disbursed, and all programs or positions supported by these endowments acknowledge a donor's generosity.

Elizabeth H. Kennell  
DIRECTOR, DEVELOPMENT

## Finance and Administration

The fiscal year 2000-2001 ended as planned with a balanced budget. New on-line cash management tools were installed to provide better control over cash flow and to improve short-term revenue generation. Furthermore, the Museum's payroll service was outsourced, allowing for direct deposits and a more efficient service. During the year, a new accounting system was selected, acquired and implemented to replace the current 12-year-old system. Other areas of information technology are also in the process of being upgraded over the next three years at a cost of more than \$600,000.



During the year, Human Resources worked to introduce a process and structure aimed at facilitating strategic planning for department heads and the Board of Trustees. Human Resources also organized several retreats and planning meetings throughout the course of the year to forge a consensus regarding the Museum's vision and core values.

# OPERATIONS

The creation of the McCord endowment fund will have a significant financial impact on the future of operations. Managed by a professional investment manager, the fund was established in the fall of 2000 and is overseen by the Finance and Administration Committee.

During the year the Museum took part in a national remuneration survey sponsored by the Canadian Museums Association. The results will serve as a useful benchmark for a remuneration policy. A new reporting system was introduced to allow staff to report and track their absences and vacations directly from their desktop computers. The equivalent of 4.7% of the payroll budget was spent on staff training, while some 18 interns participated in various aspects of the Museum's operations.

## Building and Security

Many capital projects were undertaken during the year. The most ambitious of these was the creation of a new prints and drawings gallery on the third floor. To accommodate the new gallery within the Museum's existing space, the Archives and Documentation Centre was remodeled and the photographic laboratories were consolidated. The gallery will be completed by the summer of 2001.

Other projects currently underway involve the upgrading of our security systems and the installation of video surveillance systems at both the Museum and its warehouse. In addition, the Museum is being completely re-cabled to ensure adequate transmission speed for our computer systems.

In the fall of 2000, some urgent masonry repairs were carried out on the Museum's exterior walls. Pursuant to this, a large-scale restoration program is being planned for the three facades of the original Nobbs building. A special grant is being sought for this project.

Philip Leduc  
DIRECTOR, OPERATIONS

FINANCIAL STATEMENTS OF THE  
**McCORD MUSEUM**

**OF CANADIAN HISTORY**



March 31, 2001

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Chartered Accountants  
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# Auditors' Report

To the Board of Trustees of  
The McCord Museum of Canadian History

We have audited the balance sheet of The McCord Museum of Canadian History as at March 31, 2001 and the statements of operations and changes in fund balances and cash flows for the year then ended. These financial statements are the responsibility of the Museum's management. Our responsibility is to express an opinion on these financial statements based on our audit.

Except as explained in the following paragraph, we conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

As in the case of similar organizations, the Museum derives part of its revenue from private donations which are not susceptible of complete audit verification. Accordingly, our verification of revenue from these sources was limited to substantiating the amounts recorded in the books of the Museum and we were unable to determine whether any adjustments might be necessary to fundraising and sponsorship revenue with the resulting effect on excess of revenue over expenses, assets and fund balances.

In our opinion, except for the effect of adjustments, if any, had private donations been susceptible of complete audit verification, these financial statements present fairly, in all material respects, the financial position of the Museum as at March 31, 2001 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

  
Chartered Accountants

May 31, 2001

**STATEMENT OF OPERATIONS  
AND CHANGES IN FUND BALANCES  
YEAR ENDED MARCH 31, 2001**

	Operating	Restricted	Capital Assets	Endowment	2001	2000
	\$	\$	\$	\$	\$	\$
<b>Revenue</b>						
Quebec	1,220,921	30,038	96,202	-	1,347,161	1,363,624
Canada	137,255	82,227	-	-	219,482	225,040
Montreal Urban Community	48,000	-	-	-	48,000	48,000
Ville de Montréal	-	-	-	-	-	4,000
Contributed services (Note 2)	132,976	-	-	-	132,976	164,190
Foundation grants	1,464,615	-	150,425	-	1,615,040	1,536,257
Investment income from endowments	22,083	-	-	71,460	93,543	20,613
Sales	362,932	-	-	-	362,932	390,430
Admissions	269,123	-	-	-	269,123	249,648
Fundraising	422,196	-	7,116	-	429,312	383,461
Sponsorship	147,872	-	-	-	147,872	116,702
Rental	166,944	-	-	-	166,944	113,769
Other	90,646	3,000	-	-	93,646	129,089
	<b>4,485,563</b>	<b>115,265</b>	<b>253,743</b>	<b>71,460</b>	<b>4,926,031</b>	<b>4,744,823</b>
<b>Expenses</b>						
Administration	889,302	-	-	9,881	899,183	810,073
Interest on long-term debt	51,801	-	96,202	-	148,003	160,997
Building and security	756,020	-	-	-	756,020	671,422
Collections	775,054	114,035	-	-	889,089	963,284
Public programming	759,665	-	-	-	759,665	1,016,430
Development	302,044	-	-	-	302,044	262,733
Marketing	348,990	1,230	-	-	350,220	284,813
Communications	609,396	-	-	-	609,396	386,624
Amortization of capital assets	-	-	304,128	-	304,128	320,716
	<b>4,492,272</b>	<b>115,265</b>	<b>400,330</b>	<b>9,881</b>	<b>5,017,748</b>	<b>4,877,092</b>
<b>Excess (deficiency)</b>						
<b>of revenue over expenses</b>	<b>(6,709)</b>	<b>-</b>	<b>(146,587)</b>	<b>61,579</b>	<b>(91,717)</b>	<b>(132,269)</b>
Fund balances, beginning of year	67,657	23,782	1,246,705	-	1,338,144	1,470,413
Endowment contributions	-	-	-	2,719,724	2,719,724	-
Interfund transfers (Note 4)	(137,948)	(15,397)	135,255	18,090	-	-
<b>Fund balances, end of year</b>	<b>(77,000)</b>	<b>8,385</b>	<b>1,235,373</b>	<b>2,799,393</b>	<b>3,966,151</b>	<b>1,338,144</b>

**BALANCE SHEET  
AS AT MARCH 31, 2001**

	Operating \$	Restricted \$	Capital Assets \$	Endowment \$	2001 \$	2000 \$
<b>Assets</b>						
Current assets						
Cash and term deposits	524,109	-	-	69,176	593,285	598,609
Investments at cost (Note 5)	-	-	-	2,735,448	2,735,448	-
Amounts receivable	269,115	-	-	-	269,115	187,534
Grants receivable	218,608	-	152,873	-	371,481	166,590
Due (to) from other funds	(472,297)	470,812	-	1,485	-	-
Inventory	105,233	-	-	-	105,233	117,708
Prepaid expenses	38,388	-	-	-	38,388	22,546
Grant receivable – long-term	510,703	-	948,447	-	1,459,150	1,605,065
Capital assets (Note 6)	-	-	2,281,689	-	2,281,689	2,019,587
	<b>1,193,859</b>	<b>470,812</b>	<b>3,383,009</b>	<b>2,806,109</b>	<b>7,853,789</b>	<b>4,717,639</b>
<b>Liabilities</b>						
Current liabilities						
Accounts payable and accrued liabilities	393,021	-	-	6,716	399,737	426,479
Deferred revenue	316,065	462,427	-	-	778,492	418,979
Due to The Temple Grove Foundation	-	-	-	-	-	43,875
Current portion of long-term debt (Note 7)	51,070	-	94,845	-	145,915	145,915
	<b>760,156</b>	<b>462,427</b>	<b>94,845</b>	<b>6,716</b>	<b>1,324,144</b>	<b>1,035,248</b>
Long-term debt (Note 7)	510,703	-	948,447	-	1,459,150	1,605,065
Deferred contributions (Note 8)	-	-	1,104,344	-	1,104,344	739,182
<b>Fund balances</b>						
Invested in capital assets	-	-	1,235,373	-	1,235,373	1,246,705
Externally restricted (Note 3)	-	8,385	-	2,711,708	2,720,093	20,010
Internally restricted (Note 3)	-	-	-	87,685	87,685	3,772
Unrestricted	(77,000)	-	-	-	(77,000)	67,657
	<b>(77,000)</b>	<b>8,385</b>	<b>1,235,373</b>	<b>2,799,393</b>	<b>3,966,151</b>	<b>1,338,144</b>
	<b>1,193,859</b>	<b>470,812</b>	<b>3,383,009</b>	<b>2,806,109</b>	<b>7,853,789</b>	<b>4,717,639</b>

**STATEMENT OF CASH FLOWS  
YEAR ENDED MARCH 31, 2001**

	Operating \$	Restricted \$	Capital Assets \$	Endowment \$	2001 \$	2000 \$
<b>Cash from operating activities</b>						
Excess (deficiency) of revenue over expenses	(6,709)	-	(146,587)	61,579	(91,717)	(132,269)
Amortization of capital assets	-	-	304,128	-	304,128	320,716
Amortization of deferred contributions (Note 8)	-	-	(157,541)	-	(157,541)	(95,911)
Net change in non-cash working capital items	85,554	-	(91,728)	5,231	(943)	191,917
Net cash generated from (used in) operating activities	78,845	-	(91,728)	66,810	53,927	284,453
<b>Financing and investing activities</b>						
Purchase of capital assets	-	-	(566,230)	-	(566,230)	(665,943)
Deferred contributions (Note 8)	-	-	522,703	-	522,703	635,129
Endowment contributions	-	-	-	2,719,724	2,719,724	-
Purchase of investments, net	-	-	-	(2,735,448)	(2,735,448)	-
Proceeds from grant receivable	51,070	-	94,845	-	145,915	145,915
Loan principal repayment	(51,070)	-	(94,845)	-	(145,915)	(145,915)
Net cash used in financing and investing activities	-	-	(43,527)	(15,724)	(59,251)	(30,814)
Net (decrease) increase in cash and term deposits	78,845	-	(135,255)	51,086	(5,324)	253,639
Cash and term deposits, beginning of year	583,212	15,397	-	-	598,609	344,970
Interfund transfert (Note 4)	(137,948)	(15,397)	135,255	18,090	-	-
<b>Cash and term deposits, end of year</b>	<b>524,109</b>	<b>-</b>	<b>-</b>	<b>69,176</b>	<b>593,285</b>	<b>598,609</b>

# NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED MARCH 31, 2001

## 1. Status and nature of activities

The Museum was incorporated under the name McCord Museum on May 12, 1980 under Part III of the *Companies Act* (Québec) as a not-for-profit organization and is a registered charity under the *Income Tax Act*. On March 28, 1988, its name was changed to The McCord Museum of Canadian History.

The McCord Museum of Canadian History is a public research and teaching museum dedicated to the preservation, study, diffusion and appreciation of Canadian history.

## 2. Significant accounting policies

### Fund accounting

The Museum follows the deferral method of accounting for contributions.

The Operating Fund accounts for the Museum's program delivery and administrative activities. This fund reports unrestricted resources and restricted operating grants.

The Restricted Fund records funds and endowments granted for specific purposes other than operations as defined by the grantor.

The Special Projects Fund includes capital expenditures to enhance productivity of Museum personnel and to improve building systems and services. There was no activity in this fund during the year.

The Capital Assets Fund accounts for the Museum's capital assets, either purchased or donated, and which are used for purposes of all of its operations.

The Endowment Fund records gifts received for endowment purposes.

### Revenue recognition

Restricted contributions are recognized as revenue of the appropriate fund in the year in which the related expenses are incurred or the related capital assets are amortized. Unexpended funds are recorded on the balance sheet as deferred revenue or deferred contributions.

Unrestricted contributions are recognized as revenue of the Operating Fund in the year received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Contributions for endowment are recognized as direct increases in the Endowment Fund balance. Investment income is recognized as revenue when earned.

### Contributed services

McGill University provides, at its expense, the services of certain employees. The amount of their salaries and fringe benefits totals \$132,976 (2000 - \$164,190) and is reported as both a revenue and an expense in the Operating Fund.

The Museum rents the building at 690 Sherbrooke Street West from McGill University for a period of 99 years ending in the year 2086. The rent is \$1 per annum.

Volunteers contribute numerous hours per year to the Museum to help it carry out its service delivery activities. Due to the difficulty of determining their fair value, these contributed services are not recognized in the financial statements.

## Capital assets

Purchased capital assets are recorded at cost. Contributed capital assets are recorded at fair value at the date of contribution. Amortization expense is reported in the Capital Assets Fund and is calculated on a straight-line basis over the estimated useful lives of the assets as follows:

Computer equipment	5 years
Furniture and fixtures	8 years
Automotive equipment	8 years
Leasehold improvements	10 years
Building	25 years

The land and building on Saint-Antoine Street were donated to the Museum. In the event that the Museum were to sell the land and building, the proceeds would be returned to the donor.

## Collection

The collection consists of items and artifacts relating to Canadian history. The majority of these items are held as part of a custodial agreement between McGill University and the Museum whereby the University conferred upon the Museum the custody and care of its collection.

Due to the difficulty in determining fair value, the assets of the collection are not recognized in the Museum's balance sheet.

Additions to the collection received from gifts in kind are not reflected in the financial statements. The estimated fair value of such items received in the year is \$754,649 (\$560,626 in 2000).

Cash contributions received for the purchase of items for the Museum's collection are recognized in revenue when received. Actual purchases of collection items are expensed as incurred. There were no purchases in the current year (\$40,939 in 2000).

## Inventory

Inventory of goods held for resale are valued at the lower of cost and net realizable value.

### 3. Restrictions on fund balances

Major categories of external and internal restrictions on net assets are as follows:

	Restricted	Endowment	Total	
			2001	2000
	\$	\$	\$	\$
Externally restricted funds				
Endowments (a)	-	2,711,708	2,711,708	11,625
restricted for collection				
acquisitions	8,385	-	8,385	8,385
	<b>8,385</b>	<b>2,711,708</b>	<b>2,720,093</b>	<b>20,010</b>
Internally restricted funds				
Reinvested endowments				
income (a)	-	77,685	77,685	3,772
Designated endowment (b)	-	10,000	10,000	-
	-	<b>87,685</b>	<b>87,685</b>	<b>3772</b>

(a) Investment income earned on the Museum's endowments is available for use in operating or other activities subject to approval by the board of trustees. Reinvested endowment income consists of the accumulated income generated from endowments less accumulated approved uses of those funds paid out.

(b) The designated endowment consists of a donation for a specific topic which management has formally established as an endowment for recurring use in that area.

#### 4. Interfund transfers

Acquisitions in the Capital Assets Fund were financed by transfers from the Operating Fund in the amount of \$135,255.

An endowment and its accumulated undistributed income were transferred from the Restricted Fund and Operating Fund to the Endowment Fund in amounts of \$15,397 and \$2,693, respectively.

#### 5. Investments

The fair value of investments recorded at cost in the Endowment Fund is \$2,615,085.

#### 6. Capital assets

	2001		2000	
	Cost	Accumulated Amortization	Net Book Value	Net Book Value
	\$	\$	\$	\$
Computer equipment	1,053,232	852,934	200,298	151,340
Furniture and fixtures	1,693,747	1,609,981	83,766	87,101
Automotive equipment	47,147	47,147	-	-
Leasehold improvements	1,578,799	459,154	1,119,645	858,226
Building	1,123,500	359,520	763,980	808,920
Land	114,000	-	114,000	114,000
	<b>5,610,425</b>	<b>3,328,736</b>	<b>2,281,689</b>	<b>2,019,587</b>

#### 7. Long-term debt

	2001	2000
	\$	\$
Bank loan at 8.47%, amortized over 15 years, due March 31, 2002, and secured by a grant receivable of \$1,605,065 (2000 - \$1,750,980) from the Government of Quebec, advanced on the same basis as the repayment of principal and interest	1,605,065	1,750,980
Current portion	145,915	145,915
	<b>1,459,150</b>	<b>1,605,065</b>

It is management's intent to renew the bank loan under similar terms and conditions. Accordingly, the amount not otherwise payable in the next twelve months has been classified as long-term.

At the time of the grant, the proceeds were allocated according to their use for operations or capital asset acquisitions. As a result, 35% of the debt and corresponding grant receivable are accounted for in the Operating Fund and 65% is accounted for in the Capital Assets Fund.

#### 8. Deferred contributions

Deferred contributions in the Capital Assets Fund include the unamortized portions of restricted contributions for the purchase of capital assets. The deferred contributions are brought into income on the same basis as the capital assets purchased are being amortized.

The activity for the year in the deferred contributions balance is as follows:

	2001	2000
	\$	\$
Opening balance	739,182	199,964
Multi-purpose room and other capital funding contributions received	522,703	635,129
Amount amortized to revenue	(157,541)	(95,911)
<b>Closing balance</b>	<b>1,104,344</b>	<b>739,182</b>

#### 9. Comparative figures

Certain figures for 2000 have been reclassified in order to conform with the presentation adopted in the current year.

# ANNUAL GIVING *1999-2000 and 2000-2001* CAMPAIGNS

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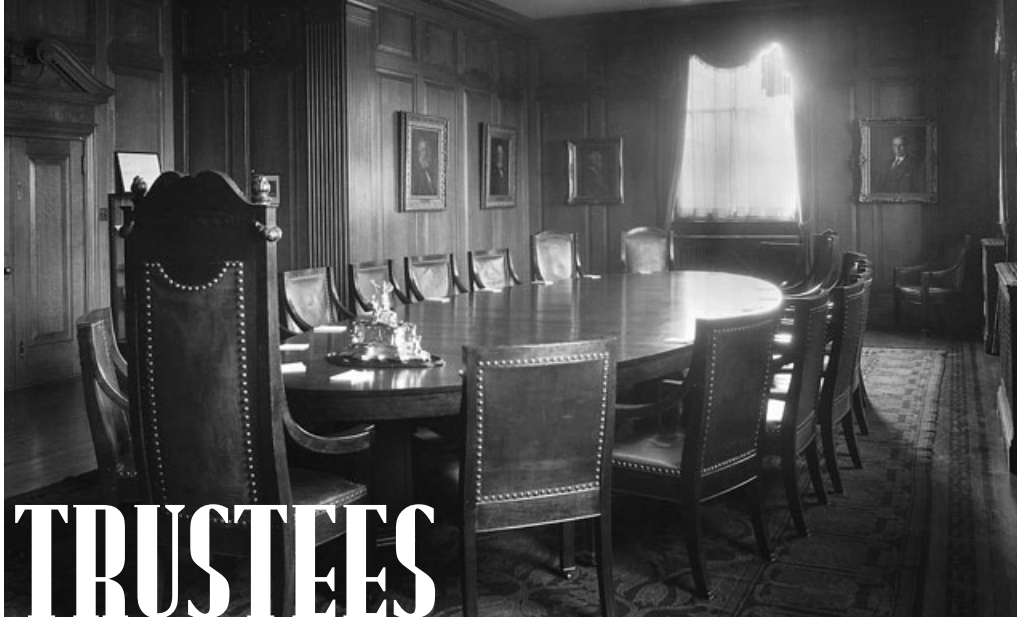
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**THE McCORD HAS  
CHANGED THE REPORTING  
DATES FOR DONATIONS TO THE  
MUSEUM'S ANNUAL GIVING  
CAMPAIGN. THE LIST BELOW,  
THEREFORE, INCLUDES ALL  
THOSE WHO DONATED MORE  
THAN \$250 BETWEEN APRIL 1,  
2000 AND MARCH 31, 2001,  
WHETHER TO THE 1999-2000  
OR THE 2000-2001 ANNUAL  
GIVING CAMPAIGNS.**

Both campaign committees were chaired by David H. Laidley, CA, and included the following members: André Charron, Léon Courville, Jane H. (Pam) Dunn, David C.A. Hannaford, Joanne M. Meyer, Mark J. Oppenheim, CA, and Ian A. Soutar, CFA. The McCord Museum is extremely grateful to committee members and all donors for their valuable support.

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(Project funded by the Social Sciences and Humanities Research Council of Canada – Community University Research Alliance)

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Philip Leduc

### **Manager, Accounting Services**

Vincent Douville, CGA

### **Accounting Clerk**

Lucie Beaupré

### **Manager, Human Resources and Administration**

Marguerite Stratford

### **Buyer, Gift Shop**

Pascale Blais

### **Gift Shop Attendants (McGill Work-Study Program)**

Cornelia Brumarescu / Lali Sindi / Sarah Uçar

### **Technician, Information Technology**

Duncan Forbes

### **Mechanical Technician**

Dominique Granger

### **Assistant Mechanical Technician**

Mario Hétu

### **Maintenance Technician**

Giusto Cannella

### **Security Guards**

Les services de protection Burns

### **McCord Café**

Maître et Chef traiteurs

### **Volunteer — Gift Shop**

Edith Landes

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urbaine de Montréal

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