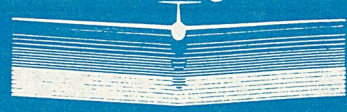


NSM NEWS

Newsletter
of the
NATIONAL
SOARING
MUSEUM

National Soaring Museum



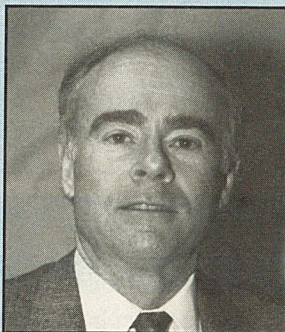
Nov/Dec 1991

Vol. 1 No. 1

Introducing the NSM Newsletter...

What's this? A newsletter from the National Soaring Museum? Yes - actually it's two newsletters, the first edition of the bimonthly **NSM News** and the final edition of **MUSINGS**, the capital campaign newsletter. In **NSM News** you will find quite a variety of items including information about NSM activities and exhibits, membership information, gift shop features, staff and volunteer profiles and much more.

We will use **NSM News** rather than a separate mailing to notify you about and invite you to special events such as the Community Soaring Luncheon (**See page 4**), the Hall of Fame Ceremonies and Banquet, and the annual Ralph S. Barnaby Lecture and Banquet held at various



Dr. Charles D. Smith

locations around the country. **NSM News** will also be used to remind you to renew your membership in the Museum. By incorporating these existing mailings, we can offer our members a great benefit at a modest cost (always a factor when budgets are tight).

You will continue to receive the quarterly **NSM Journal** with its well-researched articles, stories and wonderful pictures from our Archives.

As a result you will now get ten mailings a year from our two publications and be able to keep up-to-date with all that's going on. We value your membership and we want you to be a part of the Museum, so if you have any ideas or suggestions, drop us a line.

Gift Shop Expansion

Twice the Space...Twice the Sales!

The transformation in the NSM Gift Shop has been amazing over the past few months! We have gone from a closed-in nonaccessible display area to half the lobby covered with merchandise on shelves, hooks, hanging from the ceiling and in open display cases. Much more lighting has been added, so the new area is bright and inviting.

"People can touch it, see it, feel it, and there are price tags on it," says Mary D. Flaspahler, Director of Museum Services. And it certainly must be working - this year's sales are nearly double last year's.

The expanded gift shop idea began when Charles D. Smith, Executive Director, came on board over a year ago. With his expertise in Museum operations, he knew how to get the process started. Before, the gift shop carried a limited supply of books, T-shirts, postcards, posters and some models. Now the merchandise is coming in from many aviation and scientific fields - there are good selections of glider models, kites, puzzles, wind chimes, rocks and minerals,



The newly expanded gift shop sports a variety of interesting merchandise from under \$1.00 to about \$100.

science kits, neon T-shirts and sweatshirts, educational games, and much much more!

The staff spent about a week last July transforming the lobby. One day everyone arrived in their NSM T-shirts and jeans armed to paint, move cases, hammer up the slat wall and begin arranging merchandise. The mail has been filled lately with a variety of merchandise catalogs from which the staff has selected hundreds of new items.

The new gift shop was built on a shoestring budget. We reused our glass display cases (arranged in a more



attractive, open style), built a new cash register counter in the restoration area, and only spent money on some new lighting, paint, the slat display wall and fixtures and the formica strips for a decorative finishing touch.

The public's reaction has been wonderful. Many people browse in the gift shop while family members linger around the Museum exhibits. It's usually the first place the kids want to go! And those who have been here before say it's a long overdue improvement.

"I think we look very professional!" Mrs. Flaspahler says.

Gift Shop Hotline

Newly Expanded Gift Shop features unusual flight-related and science items for holiday giving from 30¢ stocking stuffers to \$89 big gifts

- *Kites *Glider Models *Aviation toys *Educational games
- *Designer puzzles *Astronaut ice cream *Posters & books *Aerobies
- *Inflatable earth & moon globes *Aviation stamps *Night Sky Star Stencils
- *Wind chimes *T-shirts & sweatshirts *Rocks & minerals *Star finders
- *Science kits... and more neat stuff!

Museum membership also makes a great gift for family and friends. Members receive many benefits including a 10% discount in the Gift Shop

Announcing A New Benefit For Members

An exciting new membership benefit is now available to NSM members. The NSM has joined the Reciprocal Free Admission Program of the Association of Science-Technology Centers (ASTC). As a result, NSM members will receive free admission at over 100 science and technology centers nationwide (and a few out of the country).

Just show your NSM card with the ASTC logo and mention the ASTC Reciprocal Free Admission Program, and you will be given free admission. Note that just as with your NSM membership, individual members receive free admission only for themselves;

family members receive free admission for two adults and children under 18 and/or grandchildren under 18.

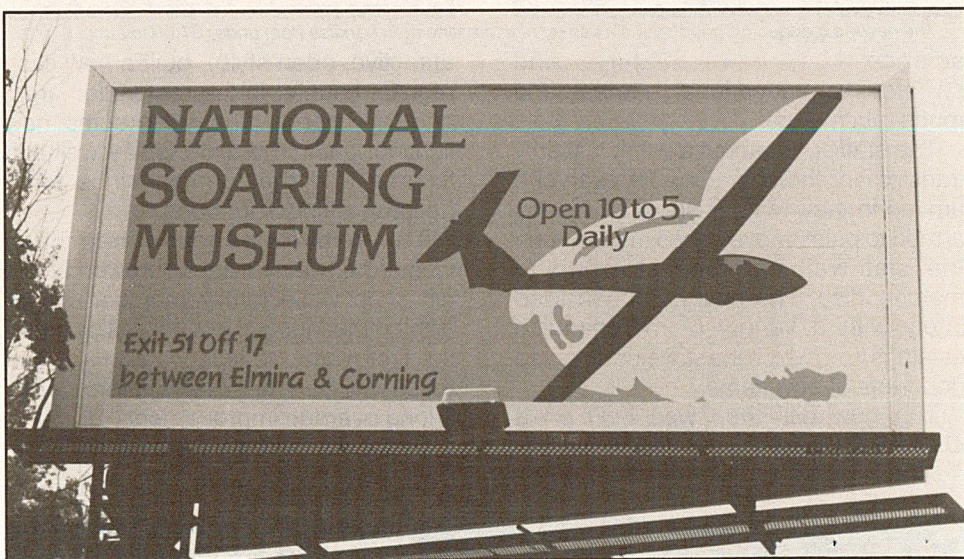
Members will receive new cards with the ASTC logo and a list of participating museums and science centers. In return we will welcome members from the participating institutions to the NSM at no charge.

It's a great program which encourages members at all the institutions to experience the fascinating exhibits and programs of the nation's leading institutions of science and technology.

NSM Billboard Takes Honor

Congratulations to the NSM's latest billboard (and creator Charles D. Smith, Executive Director). It took first place in Penn Advertising's PSA/Self Promo category in their third quarter 1991 Creative

Design Awards. The billboard spent several months along Route 14, Watkins Glen, and Route 13, Ithaca, both heading toward Elmira.



Fall KITE-CITEMENT Hits the Skies

Kites of all sorts were dancing in the blue skies over Harris Hill on a chilly Saturday, September 28, 1991. The National Soaring Museum held its 7th KITE-CITEMENT amidst the beautiful fall foliage.

Nearly 70 contestants dealt with sporadic wind gusts making it the most successful KITE-CITEMENT ever! Dave Watson, Rochester, NY, again placed first in the adult category with his spectacular new creation - a combination of a dozen pink and green kites with long streamers. Bruce Judd of Syracuse tied for first place in the adult category.

NSM Advisor Bill Connors of Horseheads, got his huge Balinese Janggan kite aloft briefly. This beauty, comprised of various flags, an eagle head and a 70-foot tail, required about 1200 hours to assemble.

The event also drew about 30 7th-grade students from Corning Free Academy enticed by their science teacher, Garrison Kollhoff, to create homemade kites as a class project. One of the students, Katie Thomas, took first place in the teen category by reeling out her kite the full 800 feet her roll of string allowed.

Lindsey Freeman, of Elmira, won in the 5-10 year old category.

Paul Prunier, NSM Curator of Education, says the event is getting bigger and better every year. Off road parking was added this year, the new gift shop merchandise sold well, and in the future kite construction classes may be held prior to the event.

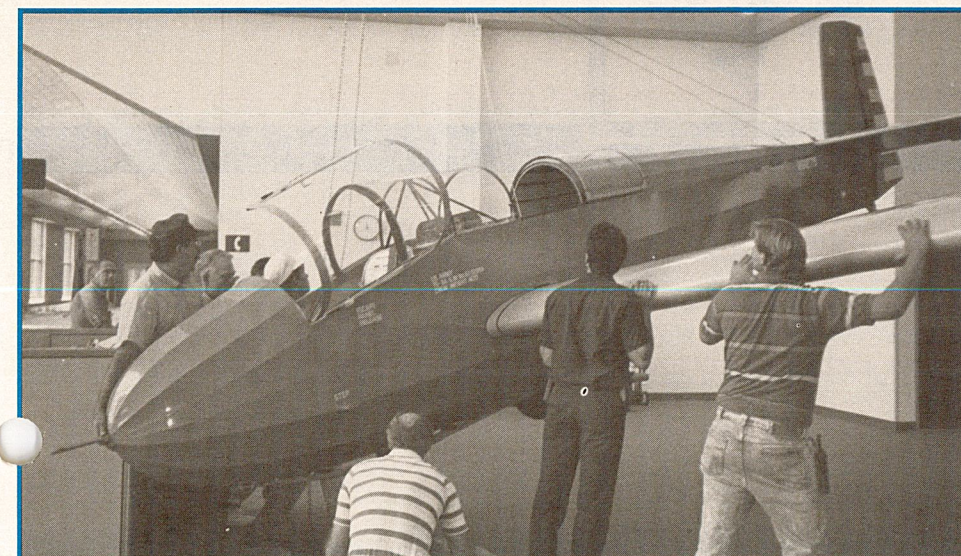


KITE-CITEMENT winners were: (l to r, back row): Linda Pulleyn, 2nd, adult; Tim LaPointe, 3rd, teen; Dave Watson, 1st, adult; Krista Kelsey, 3rd, teen; Megan Kalinich, 2nd, teen; Katie Thomas, 1st, teen; Bruce Judd, 1st, adult; and Kara Capadonis, 2nd, teen. (Front row, l to r): Judges Ralph Adams, Walt Korchynsky and Linda Beach; Kaleigh Donnels, 2nd, under-10; and Beth Ruggiero, 3rd, under-10.

"KITE-CITEMENT is getting bigger and better every year."



It took a whole group of people to get Bill Connors' large "American Eagle" kite aloft.



Just Hanging Around at the Airport

The TG-3A, a World War II training glider, being hoisted for display in the main terminal of the Elmira Corning Regional Airport.

Executive Director: Dr. Charles D. Smith
Editor: Carla Page

NSM News is published bi-monthly by the National Soaring Museum for all members. Membership is \$25 per year (individual), \$35 (family membership). Address inquiries to: NSM, RD#3, Harris Hill, Elmira, NY 14903; 607/734-3128.

C.A.L.E.N.D.A.R

1991

December 6

Annual Community Soaring Committee Luncheon
NSM

1992

March 6

Spring Trustee Meeting
SSA Convention
Charlotte, NC

April 25

Spring KITE-CITEMENT
Harris Hill

May 16

Annual Trustee Meeting
United States Soaring Hall of Fame
Induction & Banquet
NSM

For further information contact
Paul Prunier,
Curator of Education
607-734-3128

The National Soaring Museum's
Community Soaring Committee

cordially invites you to an informal buffet luncheon
at the

National Soaring Museum

on Friday, December 6, 1991, at noon.

This is our annual "Thank You" to the community and Museum volunteers.
The Committee will be officially turning over the NSM addition to Chemung County.

R.S.V.P. 607-734-3128

Check Your Label!

If your mailing label below indicates 9-91, 10-91, 11-91, or 12-91, you are now due for membership renewal.

Look for the enclosed envelope in this issue, and mail your renewal dues today to continue receiving the NSM News, NSM Journal, and a variety of other great benefits of National Soaring Museum membership.

We're growing in leaps and bounds lately. Don't be dropped from our mailing list now just when we've got even more to offer you! Mail your check in today!



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NSM

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