



E-NEWSLETTER

ICEBREAKER MACKINAW MARITIME MUSEUM, INC.

SPRING 2011

Friends of the Icebreaker Mackinaw Maritime Museum:

The 2011 season is just getting underway and all indications are this summer will be even better than 2010! The museum will have new areas of the ship open to tour and more events are scheduled.

New events include a Fourth of July Celebration with a movie on board the ship with snacks and soft drinks in the early evening followed by viewing the Mackinaw City fireworks display. Viewing the fireworks from the stern of the *Mackinaw* is nothing short of spectacular! Admission is \$10! Put it on your calendar now!

On August 13th, the Icebreaker Mackinaw Maritime Museum will celebrate its fifth year of operation and the Final Transfer of Ownership ceremony. This event is a very important occasion in the life of the museum and many "special" guests have been invited. You won't want to miss this very memorable day!

Other special events are still being planned so keep checking www.themackinaw.org and click on the *Events* tab. And don't forget to make plans to visit the *Mackinaw* this summer – you'll be glad you did!

Did You Know?

In 2010, the Icebreaker Mackinaw Maritime Museum...

- Welcomed more than 20,000 visitors!
- Hosted the opening ceremony for the First Annual Mackinaw Maritime Festival and the Cedarville Memorial Ceremony!
- Benefitted from work days provided by Boy Scout Troops from Ann Arbor and Livonia!
- Rolled out the red carpet to 726 visitors for the First Annual *Welcome Aboard* Open House and served 250 free hot dogs, chips and soft drinks thanks to these event sponsors:



- Hosted the Commodore's Reception for 250 members of the Great Lakes Cruising Club in July!
- Entertained 80 members of the Grosse Pointe Yacht Club and 50 friends of the Cheboygan Memorial Hospital at private receptions!



GLCC Commodore's Reception



Boy Scout polishes brass on bridge

Off-Season Museum Activities

Charting the Course! Vision Document: During the off-season, the Board of Directors of IMMM worked hard to look into the future and chart a course toward an expanded vision for future museum success. As a result, the board released an exciting and detailed plan for future growth entitled *Charting the Course!* To review *Charting the Course!*, visit the museum website, click on *About Us*, and then click on *Charting the Course!* and you can download the pdf document.



Four New Members Added to the IMMM Board of Directors: Bill Shepler, President of the Icebreaker Mackinaw Maritime Museum, Inc. Board of Directors, announced the addition of four new board members. These new board members join RJ Fisher, Vice President, Dr. John Childs, Treasurer, Roger Benter and Beach Day.

Tom Spaude of Innovative Communications, Inc., with operations in Saginaw and Grand Rapids, joined the board in December, 2010. ICI provides audio, video and data services and products to customers across the US. For many months, Tom volunteered his expertise to the *Mackinaw* helping to upgrade and install onboard technologies.

Kathryn Keillor, Store Director at Meijer, Inc. in Petoskey, has been a lifelong fan of all things maritime. Kathy recalled the pride she experienced while sailing on the *Mackinaw's* last cruise from Cheboygan to its new home in Mackinaw City. When asked to participate on the board of directors, Kathy's response was simple, "I would consider it a privilege." With a career at Meijer spanning more than three decades, Kathy brings a wealth of retail experience which will prove very beneficial to enhancing the museum's retail operations and focus on customer service.

W.J. "Bing" Stroh, as a young man, served on the *Mackinaw* in 1958 and 1959 and today he resides in Cheboygan. A lifelong boater, Bing recalls growing up near the Detroit River where his father piloted boat tours around Belle Isle in the 1930s - oftentimes with a famous passenger, Joe Louis. After a successful business career in the Detroit area, Bing retired and piloted his own boat through many waters around the world. Today, Bing also operates a waterfront planning and development business.

Chuck Scott started Gaslight Media in Petoskey in 1998. Gaslight Media provides advanced Web development and hosting services to Michigan's travel and tourism industry including many visitor bureaus, travel associations, chambers, and businesses. In recent years, Chuck has been very actively involved aboard the *Mackinaw* as part of a ham radio group that broadcasts regularly from the ship. Gaslight Media has also been instrumental in helping the museum establish its Web presence at www.themackinaw.org.

Did You Know?

When Congress authorized the building of a Great Lakes icebreaker in 1941, what name was originally selected for what later became the *Mackinaw*? Was it the *Manitoulin*, *Montpelier*, *Manistique* or *Manitowoc*? Why was the name changed? See page 6 for the answers!

IMMM Participates at Detroit and Novi Boat Shows

Thanks to donated space provided by the Michigan Boating Industries Association, the Icebreaker Mackinaw Maritime Museum hosted a booth at the Detroit and Novi Boat Shows in February and March. Overall, the shows attracted around 75,000 boating fans and IMMM representatives were on hand to talk to hundreds of interested attendees, hand out 2011 tour cards and membership information and sell IMMM merchandise. Thanks to a loan from the Michigan Maritime Museum in South Haven, IMMM also displayed a 3' model of the *Mackinaw* – with the white hull – and the model was a real crowd pleaser! At both shows, a drawing was held and great gifts were given to the winners. Thanks to Sheplers Ferries, Pancake Chef, Audies and Innovative Communications, Inc. for donating give-away items.



IMMM Booth at Detroit Boat Show, Cobo Hall

Booth space provided compliments of:



IMMM in the Media – *Lakeland Boating*, WCMU's *Destination Michigan*, Comcast/UVerse's *Great Lakes Log* and IMMM on Facebook!

Did you see the article about IMMM in the March 2011 issue of *Lakeland Boating*? Mackinaw City and the Icebreaker *Mackinaw* benefitted from great coverage in a recent *Lakeland Boating* issue which reaches more than 35,000 readers in the Great Lakes region! Watch for another article in an upcoming issue!

And, don't miss IMMM on WCMU's *Destination Michigan* this summer. It's a great episode on the Icebreaker *Mackinaw* and the museum and we hope you'll let us know what you think.

If you live in the greater Detroit area, watch for Ted Everingham's *Great Lakes Log* on Comcast on the eastside and on Uverse throughout the region during May and June featuring the Icebreaker Mackinaw Maritime Museum.

And, thanks to Lisa Pallagi, IMMM Operations Manager, the museum now has a presence on Facebook. Check it out by visiting www.themackinaw.org home page and click on Facebook icon!

IMMM Expands Overnight Sleep Aboard Program

IMMM has announced an expanded overnight program and hopes to encourage more Boy and Girl Scout troops and other groups to come and sleep aboard the *Mackinaw*. Groups can come and sleep aboard the ship and, if they perform maintenance and cleaning activities, the group receives a reduce rate for staying on the ship. For more information, visit www.themackinaw.org and click on *Overnight Program*.



Ann Arbor Boy Scout Troop 4

2011 Events – Be Sure To Put These Dates On Your Calendar!!!

June 5th - Second Annual *Welcome Aboard Open House*: The museum will host its Second Annual *Welcome Aboard Open House* offering FREE ADMISSION to the museum for the entire day. In addition, the first 250 visitors will receive a FREE hot dog, chips and a soft drink. Like last year, a drawing will be held and a package of gifts given away to the winner. Last year, 726 visitors enjoyed their visit to the ship and, in 2011, we hope more will visit!

IMMM thanks Meijer, Inc.
for donating all the food and drink
for the 2011 *Welcome Aboard Open House*!



IMMM thanks Sheplers Ferries and the Pancake
Chef Restaurant for providing door prizes
for the drawing in 2010 and 2011!



June 11th - Mackinaw Maritime Festival and Cedarville Memorial Service: As in 2010, the Mackinaw Maritime Festival will begin at 9:00 am on Saturday morning, June 11th, aboard the *Mackinaw*. A solemn ceremony remembering the 1965 sinking of the SS *Cedarville* east of the Mackinac Bridge will be held on the fantail. Following the ceremony (10 am till Noon), special tours will be provided by ex-crew members and CAPT Joe McGuinness will provide a special presentation. Other events will occur throughout the day involving many community partners at other historic sites in Mackinaw City. For information, visit www.mackinawmaritimefestival.com.

July 4th - Fourth of July Celebration: New this year, the museum will open up the *Mackinaw* on Monday night, July 4th for an evening of fun, refreshments and fireworks. On the fantail of the *Mackinaw*, the museum will show the 2006 movie *The Guardian* with Kevin Costner and Ashton Kutcher portraying Coast Guard rescue swimmers. During the movie, snacks and soft drinks will be served and, at dark, visitors can watch the Mackinaw City fireworks explode over the stern of the ship. It's a GREAT location for enjoying a GREAT fireworks display! Cost is \$10 per person and visitors should bring their own lawn chairs.



August 13th - Fifth Anniversary Celebration and Transfer of Ownership Ceremony: A **BIG DAY** is planned for August 13th recognizing the fifth anniversary of operations of the Icebreaker Mackinaw Maritime Museum and the final transfer of ownership of the *Mackinaw* to the museum board of directors. Many dignitaries have been invited and a full day of activities is scheduled. It will be an event you won't want to miss!

Sharing the Story of the Icebreaker *Mackinaw*

IMMM would like to thank the following organizations for providing an opportunity for museum staff to come and share information about the past, present and future of the Icebreaker *Mackinaw* and the Icebreaker Mackinaw Maritime Museum. Thank you!

- Propeller Club International in Detroit
- US Sail and Power Squadrons in Lansing and St Clair Shores
- US Sail and Power Squadrons District 9 State Conference in Lansing
- Rotary Clubs in Grosse Pointe and Fort Gratiot
- Great Lakes Cruising Club Regional Meeting at the Grosse Pointe Yacht Club
- Marine Prop Riders in Detroit
- Bayview Yacht Club in Detroit
- Prismatic Club of Detroit
- Great Lakes Boating Festival at the Grosse Pointe Yacht Club

And, in the near future, IMMM staff will be speaking to the following groups.

- US Sail and Power Squadron in Detroit
- Sunrise and Mid-day Rotary Clubs in Petoskey
- Rotary Club in Port Huron
- Cheboygan Yacht Club and CG Aux in Cheboygan

And, a special THANK YOU to the March of Dimes in Port Huron, Kalamazoo, Grand Rapids and Grand Blanc for handing out 1,400 IMMM tour cards at their *March for Babies* walks this past May!

If your group is interested in having an IMMM staff person make a presentation, please contact Tonya at the office; tonya@themackinaw.org or 231.436.9825.

Did You Know?

***Rosie the Riveter* and Construction of the US Coast Guard Cutter *Mackinaw* WAGB-83:** When the *Mackinaw* was constructed in 1943 and 1944, did you know the construction crews involved women as well as men? A woman in a traditionally male manufacturing or production role during WWII was referred to as “Rosie the Riveter”.



Female Construction Workers at Toledo Shipbuilding Co.
June 1943 – USCG Photos

Corporate Sponsorship Program: IMMM has implemented a new corporate sponsorship program encouraging interested businesses to support the museum. Participating businesses receive a variety of benefits and, if your business would like to become involved, more information is available on the museum's website – www.themackinaw.org. 2011 Corporate Sponsors include:



Are You a Member of IMMM? If you haven't yet become a member of the Icebreaker Mackinaw Maritime Museum, visit our website at www.themackinaw.org, click on the *Become a Member* button and find out more about the benefits associated with joining the museum. Your support is critical and will have a major impact on the museum and allow us to add more exhibits, open new areas of the ship for tours and offer more entertaining and interesting events.

Interested in Becoming a Volunteer!! Got a few extra hours available each week? Looking for something interesting to do? Become an Icebreaker Mackinaw Maritime Museum volunteer!

Volunteers are needed to assist as greeters, tour guides, educators, administrative helpers, event assistants, collection managers & much more! For more information, contact lisa@themackinaw.org or call 231 436-9825.

In 2010, IMMM benefitted from more than 1,140 hours donated by volunteers. THANKS to the following volunteers for your time and hard work!

Martha Orloff***

Michael LeButt**

Vic Swanson*

Jean Brewster*

Richard Munsterman*

Kathleen Stone*

Gale Shoemaker*

*** = 150+ hours

Marianne and Hugh Murray***

Cidney and Ray Roth*

Chris and Joe Server*

Danna and Bill Marvin

Gussie Williams*

Bob Branch

Bill Schobert

** = 100+ hours

Ivan Stebbins*

Joan Scheel*

Dianne Donati*

Margaret Paquet

Kristi Laninga

Roger Moore

* = 50+ hours

Answer to Did You Know? on page 2: Originally, the *Mackinaw* was to be named *Manitowoc*. But, the US Navy had already used that name for a frigate so the cutter was named after Mackinaw City.

For information on the Icebreaker Mackinaw Maritime Museum, Inc., please feel free to contact us:

Mailing address: PO Box 39, Mackinaw City, Michigan 49701

Museum address: 131 South Huron, Mackinaw City, Michigan 49701

Phone number: 231.436.9825 - - - Fax number: 231.436.9825

Website: www.themackinaw.org

Icebreaker Mackinaw Maritime Museum, Inc. is a 501(c)(3) nonprofit Michigan corporation.