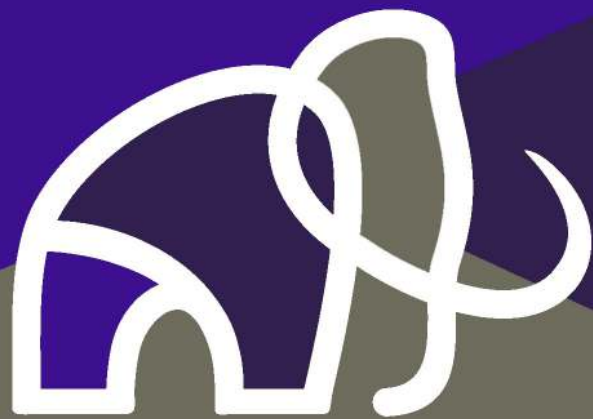


A photograph of the Royal Alberta Museum building, a modern structure with a curved, light-colored stone facade and large glass windows. The building is set against a blue sky with scattered white clouds. In the background, other city buildings and a construction crane are visible. The foreground features a paved plaza with some greenery and a set of stairs leading to the entrance.

ROYAL ALBERTA
MUSEUM

2018 Report to the Community



FRAMS



Table of Contents

President's Report	4
Talk & Tour	5
Dining With Friends	6
International Museum Day	7
Indigenous Student Museum Internship	8
Artifact Acquisition	9
Ale-BEER-ta	11
Board Activities	
Membership Committee	12
Fund Development Committee	13
Communications Committee	13
Programs Committee	14
Executive Director's Report	16
35th Anniversary AGM	17

Message from the Lieutenant Governor of Alberta

It is my pleasure to serve as Honourary Patron of the Friends of Royal Alberta Museum Society and to thank all members for their contributions over the past year.

The Society plays an important role in supporting and celebrating one of our province's great cultural treasures. The Royal Alberta Museum has long served as a central place where Albertans can learn from our province's history and also share the Alberta experience with visitors from across Canada and around the world. Those benefits will only grow when the new facility open its doors. I know that everyone is eagerly awaiting the upcoming grand reopening so that they can explore all that the new building has to offer.

As Her Majesty the Queen's representative in Alberta, it's my pleasure to recognize everyone from the Society for your contributions to the ongoing mission of the Royal Alberta Museum. I wish you continued success as we embark on the next exciting chapter in the life of a much beloved institution.



Her Honour,
the Honourable Lois E. Mitchell, CM, AOE, LLD
Lieutenant Governor of Alberta



BOARD OF DIRECTORS

PRESIDENT'S REPORT



Thank you to the 2017-18 FRAMS board of directors for all their hard work over the past year in the midst of much change and transition. The board is made up of (from left to right in above photo): Drew Delbaere, Teri Muhlbeier, Wendy Hiew (Treasurer), Joan McCollum (Vice-President), Louise Charach (Secretary), Kelley Abercrombie, Elizabeth LoPresti (Executive Director), Peggi Ferguson-Pell (past President), and Chris Radojewski (President). Board members not included in the above photo include: David Dickinson (Vice-President), Mary Marshall, Norma McElhone, and Katie McKinley. Additional thanks go to Dan Rose who served on the board for part of the last year.

I want to thank you all for your support of FRAMS over the past year. Looking back even further, the last two years have been a challenging but exciting time as we awaited completion of the new Royal Alberta Museum. By no means did that mean our staff or volunteers sat idly. Instead we kicked it into high gear, recognizing the opportunities a new location and building offered our organization.

When you move, it's important to meet your neighbours. We have done that and more, already collaborating with new neighbours such as LitFest, Yellowhead Brewery and MacEwan University to put on exciting member and public events. The success of these partnerships reinforces the importance of cooperation. In many cases, community organizations like ours have overlapping objectives, and through cooperation we can achieve a larger impact on broader audiences. This is something FRAMS is committed to continuing.

Over the last two years, we have taken the opportunity to refine our strategic focus. We've made organizational changes to grow our social impact to better support the needs and desires of our friends and community. Our board has identified membership as a priority focus — not just in terms of growth, but in ensuring we are accessible to all who love the Royal Alberta Museum. As the public excitement builds around the opening of RAM, we want to share your passion and enthusiasm for our provincial institution. And we're hoping it's contagious. If the last year was any indication, I'd hazard a guess it is.

Our board also recognizes the need for improved fund development. That starts with the acknowledgement of a dedicated circle of friends that have provided ongoing and generous support for our programs. As we grow our community and look to have a larger presence, we recognize the need to build on our existing programs and implement some new ones. To this end, we are expanding our fund development capabilities to grow the impact of FRAMS.

As it relates to organizational changes over the past two years, I'd like to thank Jody Matwichuk for her support in the Administrator role. She helped navigate us through a not-business-as-usual period. I'd also like to acknowledge all our volunteers, including our board. The time and dedication to our organization exemplify the passion of all of our members. It's also with great excitement that I welcome our new Executive Director, Elizabeth LoPresti, to our organization. She brings a wealth of ideas and know-how to lead our organization through a period of growth.

People like you are the core of FRAMS. Your commitment and desire to preserve Alberta's stories provide FRAMS with the fuel to provide a critical value-add experience to all. Your generosity also ensures that we welcome everyone into our community, so all benefit from engagement with FRAMS and RAM.

The excitement is here! I can't wait for you to join us downtown as we begin a new chapter!

Chris Radojewski

President

ROYAL ALBERTA
MUSEUM

2018 ACTIVITIES

TALK AND TOUR

FRAMS Talk & Tours have been a treasured benefit for our members for many years. And while this year we've not been as regular with these events as we have been in the past – thanks in part to our big move downtown – they will return when the new museum opens, and we will have many new areas and exhibits to explore.

We did hold a Talk & Tour in September in a different format from our usual tours. It was held as a focus group and FRAMS members were invited to take part in a conversation regarding membership, what it offers and what it could offer when the new museum opens.

For this Talk & Tour, the FRAMS board was interested in knowing what our current members think about FRAMS, its programs and activities, and then asked everyone to imagine what a FRAMS membership could offer them in the future.

Members were very engaged in the conversation, made many excellent suggestions regarding member benefits and then spent time grouping suggested member benefits into categories of low, medium and high importance. The FRAMS board would like to thank all those members who participated in the September Talk & Tour and who were so generous and open in sharing their candid thoughts and feedback during the session. Everyone's contributions were truly valued and appreciated. Thank you!

FRAMS also held two further focus groups for various members of the public to gauge what people who are *not* familiar with the museum or FRAMS think about FRAMS. These sessions also proved to be very informative and helpful in shaping what FRAMS and its memberships will look like when the new museum opens.





DINING WITH FRIENDS

DWF reached a milestone this year with its fifth successful season of exploring the different and delicious cuisines to be found in the Edmonton area.

The brainchild of Linda Tzang, RAM's curator of cultural communities, DWF was initially offered to complement the museum's successful *Chop Suey on the Prairies* exhibition.

Since then, diners have been exploring cuisines from the Philippines to Haiti to El Salvador at our quarterly events. This year, our diners travelled to North Africa, China, Mexico and (at the end of June) Japan to enjoy dishes such as Couscousi Lamb, handmade steamed vegetable dumplings, Sopa Pozole and Hamachi sashimi.

The program has been an outstanding success for FRAMS – enabling us to increase visibility by providing entertaining and educational programming out in the community while also making many new friends for RAM and FRAMS.

For Carrol and Norm Kluthe, the path to membership came via DWF. "We saw the information about the dinners," notes Norm, "and thought we'd give it a try. We've hardly missed one since then – and we became FRAMS members in the process. We like being able to try many different types of food – as well as meeting so many interesting people over dinner."

Whatever path you are on, we hope one will lead you to a DWF dinner in the near future. It's a relaxed and fun way to expand your palate and your knowledge with a great group of people. As we said when DWF started back in 2013 – *good friends and good food!*

See you at our next adventure!

"These dinners give me the opportunity to try different foods that I probably would not go out and try on my own. And having Linda there is so valuable. She gives us insight to the cultural aspects of these meals, which expands my knowledge."

-Karen Hansen, member

INTERNATIONAL MUSEUM DAY

In 2017, FRAMS committed to celebrate International Museum Day (IMD) with an annual lecture to profile the international nature of RAM, as well as bring in national and international speakers to Alberta. Created to raise awareness of the importance of museums to the development of societies, institutions around the world celebrate May 18 (and the weeks surrounding it) with a variety of events and programming.

On May 17, 2018, we hosted our 2nd Annual IMD Lecture. While our 2017 lecture focused on the impact of RAM in the community from a variety of perspectives, this year's guest speaker Dr. Dean Oliver, Director of Research at the Canadian Museum of History contextualized the new building and its exhibits on the national scale and highlighted where RAM leads in the future of museums. Due to increased audience size, we hosted down the street at the Betty Andrews Recital Hall in Allard Hall at MacEwan University.

Dr. Oliver posed important questions that evening, making us all think about what we as patrons require from museums, and how they serve us. More impressive still were the questions you asked of Dr. Oliver that started discussions on Indigenous engagement, narratives and perspectives, and the use of technology in telling stories.

With the new museum opening in 2018, RAM Executive Director Chris Robinson's updates on the progress left everyone excited. And since you couldn't see the real thing, thanks to DIALOG (responsible for the design and engineering elements of the new museum) many enjoyed a virtual reality experience of the beautiful new building.

Our event was not possible without FRAMS staff and volunteers, as well as our major sponsors: MacEwan University Arts and Cultural Management Program and DIALOG. Special thanks to MLA David Sheppard for bringing remarks on the evening and setting the stage for a discussion on the importance of museums. Finally, it could not have been possible without you. Your generosity and curiosity helped build this fun and educational evening. We cannot wait to see you in the new museum for IMD 2019.



INDIGENOUS STUDENT MUSEUM INTERNS

Since 1998, FRAMS' Indigenous Student Museum Internship (ISMI) program has supported paid summer internships for First Nations, Inuit, and Métis post-secondary students who are pursuing careers related to areas of the museum such as Learning, Botany, Geology, Communications & Marketing, and Ethnology.

The support of FRAMS members like you makes this program possible. We also gratefully acknowledge the long-term support of Peace Hills Insurance that supported ISMI for the past four years. Combined with additional support from RAM, in 2017 we expanded this program from one to two intern positions.

Chauntelle Atcheynum, who was a third-year student at the University of Alberta, and Chantal Roy-Denis, a graduate student at the U of A, were selected as the two 2017 ISMI interns, following a competitive, province-wide application process.

Chauntelle spent the summer with the museum's Learning team, working on the development of content and insights into programs founded on Indigenous knowledge.

"By working with the Indigenous content being represented in our programs," says Chauntelle, "I was able to ensure positive, respectful, accurate representations of our Indigenous peoples. I came here for my community, and I feel quite honoured to have been met by this RAM community with equal respect. [I'm] appreciative of the work we have done and continue to do regarding the alignment of reconciliation. I hope to build a future where equal contributions come from both Indigenous and non-Indigenous communities."



2017 ISMI Students
Chantal Roy-Denis (L) and Chauntelle Atcheynum (R)

Chantal worked in the museum's ethnology department, learning proper care of museum collections, researching history and stories relating to specific collections, and performing community engagement.

In reflecting on her experience, Chantal noted she "felt instantly welcomed into the ethnology team who allowed me to follow my interests and supported my doing so. It was wonderful to work with team members who encouraged me to discover other interests and skills."

Says FRAMS president, Chris Radojewski, "The ISMI program is an important FRAMS initiative that has enabled 49 post-secondary Indigenous students over the last 20 years to have a paid work experience at the museum. Working with RAM staff and curators, these students acquire valuable knowledge and skills that will help to carry them forward in their academic pursuits and beyond."

"Thanks to our members, this program continues to provide positive social impact to the community and allows FRAMS to do its part in reconciliation."

Two interns are currently working at RAM this summer under the 2018 ISMI program and applications for the 2019 program will open in January 2019.

FRAMS CONTRIBUTES TO THE HUMAN HISTORY GALLERY

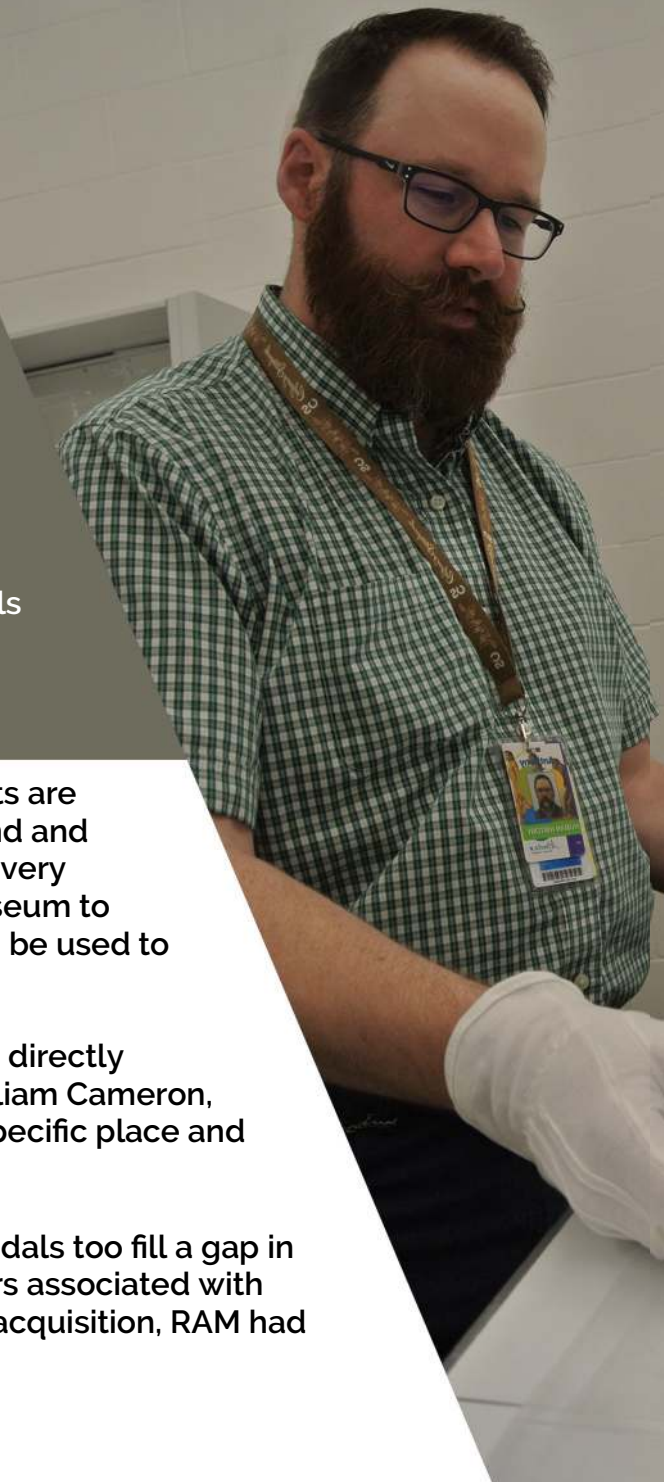
Thanks to a fortuitous meeting in December between FRAMS president, Chris Radojewski; RAM executive director, Chris Robinson; and Anthony Worman, RAM's acting director of cultural studies, two important purchases were made by FRAMS for the museum's military and political history collection.

Because of the availability of FRAMS casino funds, FRAMS was able to purchase a rifle presented to Frog Lake Massacre survivor William B. Cameron by Cree Chief Big Bear. The rifle – bought for \$9,130 – will be on display when the new museum opens later this year. In a related buy, FRAMS also purchased for \$7,520 the Dunne Family Medals, a collection of medals belonging to Timothy Dunne, an officer in the Alberta Mounted Rifles, as well as medals awarded to his son and grandson.

Says Anthony Worman of the purchases, "Most artifacts are exceptional in some way, but it is always exciting to find and acquire artifacts that are unique. These purchases are very important to RAM because they have enabled the museum to acquire two historically significant collections that can be used to further tell the story of Alberta.

"In the case of the rifle, it is rare to find one that can be directly connected to historic figures such as Big Bear and William Cameron, and it is even rarer to find one that is associated to a specific place and event in Alberta – Frog Lake."

With reference to the medals, Anthony notes, "The medals too fill a gap in the museum's collection. There were only three officers associated with the Alberta Mounted Rifles (AMR) in 1885. Prior to this acquisition, RAM had no objects with which to tell this story.





The Dunne family medals

This collection is also interesting because it belongs to one family. It is a story that we will be able to tell across many generations and four different conflicts."

What is the importance of FRAMS in making these purchases? "Well," adds Anthony, "Without FRAMS these items would not have been purchased. There are not always opportunities for the museum to pursue particular artifacts we are interested in for many different reasons, including financial. In the case of both of these collections, FRAMS provided us with the means to quickly take advantage of prime opportunities. This was especially true in the case of the Frog Lake firearm where expediency in making a successful auction bid was the key for success.

[FRAMS] and its members have gifted to Albertans the opportunity to view and interact with a truly unique piece of their own history.

"I hope FRAMS and its members will consider themselves part of the successful completion of the museum's new Human History gallery, where the firearm will be on display when the new museum opens. FRAMS' timely purchase has not only ensured this rifle's long-term preservation, but the society and its members have gifted to Albertans the opportunity to view and interact with a truly unique piece of their own history. Thank you."

Anthony Worman
examining the Frog Lake Rifle

HERITAGE FAIR

For many years now, RAM staff and FRAMS members have volunteered as judges at the annual Edmonton Regional Heritage Fair (ERHF) — an opportunity for local students from grades 4 through 9 to research and present on a topic in Canada's history. The top presentations from local schools are chosen to present at the regional fair. The professionalism and knowledge demonstrated by these students makes fair day a treat.



Among this year's volunteer judges from RAM and FRAMS were: (l-r back) Matt Ostapchuk (RAM), Chris Radojewski, Sean Moir (RAM), Kelley Abercrombie; (l-r front) Peggi Ferguson-Pell, Lisa May (RAM), Anne Penner (RAM)

While we have a great new museum available with thousands of artifacts that tell the story of the province, the RAM curatorial staff are a wealth of knowledge that we know we can *tap*. This means that we can tell Alberta's stories on the road. Although we did not go far from our new museum, we felt that talking about beer needed a different venue. So, we partnered with Yellowhead Brewery to look at the history of beer in Alberta.



We believed it was important to ask questions like “Is beer the *stout* foundation upon which a province is built?” And we know you wanted to have that discussion with a glass in hand. Thank you to the 100 folks that joined us for a fun evening at the brewery. Our guest RAM curators discussed the history of beer in the province — everything from the specialty of our hops, prohibition and an early Edmonton brewery picking a fight with Budweiser. We also had the opportunity to tour the brewery and talk to staff about beer making — then and now — and where the modern industry is moving.

Just like Alberta craft beers, the popularity of our evening took off. So much that it looks like we need another *round*! Stay tuned as FRAMS brings Ale-BEER-ta around the province and back to Edmonton soon.



BOARD ACTIVITIES

Membership Committee

It is an exciting time for membership as we invite you, old friends and new, to join us as we head downtown. With a refreshed look to our new space, FRAMS wanted to make changes that enhanced the benefits of what it meant to be our friend. In fall 2017 the Membership Committee began extensive consultations with our friends and the community. Through these feedback and focus group sessions we gained an understanding of your needs, and what you hope FRAMS can do to support RAM.

Consequently, we've upgraded our perks and access to give you an enhanced experience. While this includes classic events such as Talk & Tours, Dining with Friends, and International Museum Day, we've got more in store that will enable us to learn, explore and engage with the stories of our province, both in the museum and outside. And who isn't excited for the re-boot of #MuseumAfterDark?

Being a friend also connects you to a broader community of individuals passionate about the Royal Alberta Museum. Your involvement and support is integral to providing our key programs that enhance our provincial museum. From promoting accessibility with the GO! Program, or protecting Alberta's stories through artifact acquisition, it's all because of you. Not yet a friend? It's a click away at www.frams.ca.



Fund Development

The past year has been an extremely busy one for the Fund Development Committee as it plans and prepares to launch the largest fundraising event in FRAMS's history – the Discovery Fund Campaign.

As RAM prepares for its grand opening, FRAMS is looking to the future with the establishment of the **Discovery Fund**, which will further enrich the core wonders and work of the new museum such as its learning and research programs, and the purchase of artifacts. The fund also will support FRAMS programs such as our *Go!* program, which enables socioeconomically challenged Albertans to visit the museum free of charge and our Indigenous Student Museum Internship (ISMI) program.

In order to ensure that FRAMS is positioned to meet the increased demands of being the friends' society of the largest museum in Western Canada, the fund development committee researched, purchased and is currently implementing a completely new database system to handle not only our new and expanded fundraising initiatives but our new membership structure as well. Our new system will enable FRAMS better serve **you** – our members and donors.

The committee is very excited about the coming year. Please join us as we *inspire*, *reach*, and *celebrate*, and discover the positive impact **you** can have in supporting FRAMS and the Discovery Fund. Thank you!

Communications

The Communications Committee has been very busy this year, working to create a fresh, new visual identity for FRAMS. With all the exciting changes we are making we wanted to celebrate with a refreshed look that reflects this new chapter for FRAMS.

In the autumn, the committee launched a global search for FRAMS' new look and spent countless hours reviewing submissions from 50+ graphic artists from Canada to Australia.

It was fascinating to see the different ideas people came up with, taking inspiration from our old logo, photographs of the new museum, and the beautiful mosaics that line 103A Avenue.

It was a difficult decision, but ultimately unanimous, to select our new look. Our updated mammoth enables us to make strong but flexible graphic statements in many formats including print, online and merchandise. We hope you enjoy!

Programs

The FRAMS Programs Committee is focused on two programs: FRAMS's full-time, paid, Indigenous Student Museum Internship (ISMI) Program and the *Go!* Program.

ISMI is open to First Nations, Métis, or Inuit students enrolled in a college or university with academic interests related to areas of curatorial, research, and administrative activities at the Royal Alberta Museum.

This summer marks the second year that FRAMS has partnered with the museum to bring two students into the program for hands-on experience.

The *Go!* Program is all about removing barriers. In the past, FRAMS focused on removing financial barriers to accessing the museum by distributing museum passes to local social agencies. The FRAMS Programs committee is working with *Go!* Partners to re-invigorate the program and broaden its scope. Drawing on the experience and expertise of the agencies and organizations serving our communities, the committee is identifying other barriers to accessing the museum (logistic, social, linguistic, and psychological) and creating plans help break down these barriers. FRAMS is committed to ensuring that all Albertans are able to enjoy full access to the Royal Alberta Museum.



FRAMS
FRIENDS OF ROYAL ALBERTA MUSEUM SOCIETY

The Friends of Royal Alberta Museum Society receives meaningful support from our members, donors, volunteers and other partners. We are proud to acknowledge the significant contributions made by the following supporters for the period from 1 April 2017 to 31 March 2018. Thank you!

Royal Circle \$10,000+

Nelson Fok
Forest Resource
Improvement
Association of Alberta

Alberta Circle \$1,000+

Butler Family
Foundation
Delbaere Husum Family
Fund
Anna & Richard Fahrion
Martin & Peggi
Ferguson-Pell
Mark & Nancy Heule
Peace Hills Insurance
Karen L Johnson

Curator Circle \$500+

Alberta Book Fair
Society
Louise & Larry Charach
Chinese Benevolent
Association
Art & Mary Meyer

Explorer Circle \$100+

Kelley Abercrombie
George Buck
Helen V Buck
Marla J Daniels
Adriana Davies
David Dickinson
Edmonton Numismatic
Society
Ricky Ewasiuk
Richard Ferguson
Patricia Fong & Dan
Johns
Sylvia Galbraith
Karen Hansen

Godfrey Huybregts
Ian & Carol Anne Inglis
Joan Keough
Sharon & Allan Kerr
Mary Jane & Jerome
Klein
Donna Krucik
Sigmund Lee
Betty Lint
Chris Radojewski
Georgina Schurman
John Yamamoto
Margaret Yelle

Pathfinder Circle \$20+

Rosemary Dunbar
Denise Fenton
Jean Funk
Catherine Garvey
Donna Hamar
Nettie Janse
Brenda & Glen Kane

Marion Kelch
Michael Kong
Stan Mah
Caroline Martindale
Jane McCreery
Jacqueline Moulden
Hilda & William Muir
Teri Muhlbeier
Irene Mydlak
Lynn Otteson
Bill & Trish Page
Neil Powter
Peter Prinson
Erin Scott

Other Contributors & Supporters

Canadian Museums
Association – YCW
Edmonton Community
Foundation
HRDC – Canada
Summer Jobs
Anne Paterson

We have made every effort to ensure these lists are complete and accurate. If we have made any errors, please accept our sincere apologies and contact our office at 825-468-6022 or info@frams.ca so we may correct our records. Thank you.

Dear Friends,

As I sit down to write this, youthful chatter fills the hall outside the FRAMS office. A lucky group of school children has been invited to the new building for a test run of the RAM's Learning team's Museum School. Their excitement is energizing!

I eagerly look forward to the near future, when all the halls and galleries will be filled with our community. While this new building is beautiful, the museum is more than just a spectacular space. It's about the extensive collection of artifacts and the stories they tell. It's about the curiosity, and learning, and memories created with each visit. Most importantly it's about the people.

It is a privilege to join the Friends of Royal Alberta Museum Society or as I like to say the FRAMily. I'm feeding off that energy I spoke of and am full of optimism about our next chapter.

Along with the opening, we will be launching our new membership structure, re-invigorating the *Go!* Program, diversifying our fundraising with the debut of the Discovery Fund and more, all of which are sure to make this an unforgettable year! We are committed to creating a sustainable organization that can make a positive impact and increase accessibility and participation in the community surrounding the new Royal Alberta Museum. But it won't be possible without **you!**

I'm honoured to work on behalf of our valued members and supporters who have the vision to partner with us. We have a shared goal of supporting Alberta's natural and cultural heritage through FRAMS' special relationship with the Royal Alberta Museum. With your help we can fundraise and friend-raise to enhance RAM activities. I look forward to connecting with each and every one of you as we inspire, reach, and celebrate together!

Elizabeth LoPresti

Executive Director



Elizabeth LoPresti and
Chris Radojewski



"This is an incredibly exciting time for FRAMS as we prepare to be the friends organization of the largest museum in Western Canada. We look forward to strengthening member benefits and growing our core programs that make such positive contributions not only to the museum, but to the entire community."

-Chris Radojewski,
FRAMS President



Annual General Meetings are not generally known for attracting big crowds but the FRAMS 2017 AGM was an exception. On June 28, 2017 FRAMS celebrated its 35th anniversary at its AGM held at the old RAM in Glenora.

More than 300 members and guests showed up to hear FRAMS president, Chris Radojewski, speak of recent FRAMS accomplishments and learn more about FRAMS' plans around its big move downtown with RAM.

AGM business included the election of the 2017-18 FRAMS board and a RAM update by Tom Thurston, RAM's head of capital development. But there's no doubt the highlight of the evening was a presentation by world-renown paleontologist Dr. Philip J. Currie who spoke on *Exploring Alberta's Lost Worlds*. Dr. Currie — fondly noting his early work as a young paleontologist within the walls of the old museum — captivated the audience with his talk on his recent dinosaur discoveries right here in Alberta.

Following Dr. Currie's presentation, we celebrated our birthday in the lobby with cake, a silent auction and raffle. Thank you for joining us for an amazing evening. We look forward to another successful 35 years of supporting the RAM!

FRAMS MISSION

FRAMS is an independent community organization that supports and enhances the goals and activities of RAM through a mutually beneficial relationship.

DISCOVERY FUND CAMPAIGN



Inspire.

Sparking curiosity and lifelong learning.



Reach.

Connecting people locally and globally through educational programs, research, and exhibitions.



Celebrate.

Proudly sharing Alberta's stories — our past, our present and our tomorrow.



FRAMSociety



MuseumFriend



FRAMSociety



9810 103A Ave NW
Edmonton, AB T5J 0G2
P: (825) 468-6022
E: info@FRAMS.ca