something magical happens when Americans encounter the treasures that the Smithsonian holds in trust for them. Citizens view these icons — many irreplaceable and rich in national significance — and experience a surge of curiosity, a wave of nostalgia, a thrill of pride.

Our exhibitions and programs both engage the mind and stir the heart. Take the objects in this year’s The Price of Freedom: Americans at War exhibition that illustrate resolve during wartime — the Smithsonian anchors them in the context of history and combines them with voices that make them come alive.

America is a vast and intricate tapestry, and in this year’s annual report, we celebrate some of our most colorful threads. In September, we opened the National Museum of the American Indian, where every artifact helps tell the story of the Native American experience, both past and present. Two centuries before the American Revolution, Hispanics were already established in America. The Smithsonian’s Latino Music Initiative shares the sounds of Latino music — our music — and helps us appreciate the vibrancy Latinos contribute to the American canvas.

Because we are charged with not only diffusing what is known but also increasing what we know, we back everything we do with rigorous scholarship. Scientists, such as Dr. Richard Potts whose discovery you will read about, plumb the earth, while others scrutinize the stars to discover answers and antidotes that will improve our daily lives.

Even as we remain a “must see” destination in Washington, D.C., we also reach out to the millions who want to connect to our holdings but cannot travel here. Through programs such as the Smithsonian Institution Traveling Exhibition Service, we display our artifacts in cities and towns across America. Our educators translate history, art, and science into stories that even the youngest Americans can understand and offer them as a resource to our nation’s teachers.

We are deeply honored by the trust Americans have always placed in us. They come expecting the best, and we do not disappoint. Much of the credit for the fabled Smithsonian Experience belongs to our 6,300 staff and nearly 6,000 volunteers — the thinkers and doers behind our beautiful buildings and spectacular exhibitions. The strength of our people, and the power of the public/private partnership that funds the largest museum and research complex in the world, make us what we are: Uniquely American.
The Smithsonian enlarges our understanding of the mosaic that is our national identity. We provide experiences that connect us to our history and our heritage as Americans and promote innovation, research, and scientific discovery.
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Lawrence M. Small

FROM THE SECRETARY

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Lawrence M. Small
Panama collects larvae in her Tropical Research Institute in work around the world. Rachel Smithson...
The Smithsonian Institution provides more museum experiences than any other institution in the world. In 2004, we opened our 18th museum and shared some of the nation’s most celebrated and significant objects with more than 20 million visitors.

1 **Anacostia Museum and Center for African American History and Culture**
   *Dorothy*, a portrait by celebrated Washington artist James A. Porter of his wife, was one of 14 Porter paintings acquired and exhibited by the museum.

2 **Cooper-Hewitt, National Design Museum**
   *Shock of the Old: Christopher Dresser* was the first, full-scale museum retrospective of the work of the pioneer British industrial designer, one of the most influential design figures of the 19th century.

3 **Freer Gallery of Art and Arthur M. Sackler Gallery**
   The Freer Gallery’s exhibition, commemorating the centenary of artist James McNeill Whistler and featuring a broad selection of his prints and paintings, employed a costumed interpreter to usher in visitors.

4 **Hirshhorn Museum and Sculpture Garden**
   The Hirshhorn celebrated its 30th anniversary as the nation’s museum of international modern and contemporary art with special programs and events offering its visitors opportunities to engage with works of art, such as Martin Puryear sculptures and works on paper.

5 **National Air and Space Museum**
   The Steven F. Udvar-Hazy Center’s James S. McDonnell Space Hangar officially opened to the public with the massive space shuttle *Enterprise* as its centerpiece and several hundred artifacts representing human spaceflight, rocketry, and more.

6 **National Museum of African Art**
   The National Museum of African Art celebrated its 25th anniversary with *Treasures*, an exhibition of 73 traditional masks and sculptures, many of which reside in private collections and have never been shown in the United States.
The National Portrait Gallery
The Smithsonian’s 2001 acquisition of the famous Gilbert Stuart portrait prompted a two-year seven-city tour of George Washington: A National Treasure, which was attended by more than 900,000 people and reached 75,000 school children with educational programs.

The National Postal Museum
The National Postal Museum added to its Web site a new virtual exhibition, Fad to Fundamental: Airmail in America, which offers background information on the development of the United States Airmail Service.

The National Museum of the American Indian
The National Museum of the American Indian celebrates the lifeways, literature, history, and art of Native Americans and presents their impressive and ongoing achievements to the world. See next page for more.

The Price of Freedom: Americans at War
The Price of Freedom: Americans at War at the National Museum of American History explores how wars have been defining episodes in American history and examines their impact on the country and its citizens. See page 6 for more.

The Archives of American Art
The Archives of American Art collects and preserves a trove of raw material that documents American art history and shares its collections with scholars worldwide. See page 8 for more.

The Smithsonian American Art Museum and the Renwick Gallery
Right at Home: American Studio Furniture highlighted the originality, craftsmanship, and personalities of studio furniture artists and included both functional works and purely sculptural pieces created from 1990 to the present, including Oops! by Jacob Cress.
At the foot of the U.S. Capitol, flanked by neoclassical icons, the oldest American culture gains a presence with the newest structure to be erected on the National Mall.

On September 21, the Smithsonian opened the National Museum of the American Indian (NMAI). Nearly 25,000 Native Americans in traditional regalia joined in an opening day procession down the Mall.

At its core, the NMAI recognizes American Indians for their contributions not only to history but also to modern America. Native American voices helped shape the content and look of every exhibition, consulting on which stories to tell and how best to tell them. In all, 24 tribal communities worked with the Smithsonian to design the museum’s permanent exhibitions.

**NMAI Honors the Past, Highlights the Present**

The museum immerses visitors in a tactile, colorful world of real people. In addition to a rich collection of historical objects, revolving exhibitions highlight Native American contemporary arts. The building itself makes a strong architectural statement; the warm Kasota limestone of its curvilinear façade recalls an American landscape buffeted by centuries of wind and water. Thousands of trees, shrubs, and plants around the museum recall the site’s original landscape and mark the importance of the Native peoples’ relationship with the environment.

A virtual, as well as physical, museum, the NMAI shares its treasures through publications, CDs, and a curriculum guide already in the hands of thousands of schools nationwide. The museum is equipped with the technology to bring most of its collection online within five years.

For all visitors, the NMAI illuminates a unique strand in America’s continuing story. For Native Americans, it is a joyous homecoming.
National Museum of the American Indian

At a Glance

The National Museum of the American Indian is the first national museum in the country dedicated exclusively to Native Americans.
- Presents 10,000 years of history.
- Represents more than 1,000 indigenous cultures.
- Features 34,000 plants and trees on a 4.25-acre site.
- Showcases 8,000 objects.
- Placed curriculum guides in 26,000 classrooms.
- Is the 18th Smithsonian museum.
america was born through war, and wars have established our borders, protected our freedom, and defined our place in history. The outcomes of wars are part of the American legend, but we are less familiar with the price we pay — as a society and as individuals — for our land and our liberty.

On Veterans Day, the National Museum of American History opened The Price of Freedom: Americans at War, the most comprehensive exhibition on military conflicts ever mounted. Supported by Kenneth E. Behring, the exhibition moves chronologically from the French and Indian War to the recent conflict in Iraq. An interactive Web site and detailed teachers’ manual extend its reach beyond the National Mall.

While military history provides the framework, the exhibition’s power derives from tales of breathtaking heroism and personal sacrifice. Visitors learn how wars affect society long after formal hostilities end. For example, the Civil War and Vietnam War etched deep divisions in the national psyche, while World War II united Americans in a common cause and established America as a world power.

**Objects and Voices Tell America’s Story**

The exhibition blends artifacts with voices and interpretations to paint an indelible picture. A Vietnam veteran tells how the distinctive sound of Huey helicopters signaled salvation to critically wounded soldiers. A 22-inch section of bullet-scarred tree trunk, a mute witness to the toll of war, is all that remains of a grand oak after fierce gunfire felled 2,000 Americans in a single day during the Civil War.

Dozens of treasured items donated by Americans, including Medals of Honor, the highest award America bestows for valor in action, make the price of freedom personal. Interspersed with icons from our military past, such as George Washington’s sword and scabbard and General Sheridan’s horse Winchester, these precious possessions help form the mosaic that is America’s story.
At a Glance

*The Price of Freedom: Americans At War* explores wars as defining episodes in American history and examines the price Americans paid as a nation and as individuals.
- Encompasses 18,200 square feet of exhibition space.
- Presents 850 artifacts and images from the Smithsonian’s collections.
- Offers 10 videos.
- Highlights 40 first-person points of view.
- Largest object presented: UH-1H Huey helicopter.
- Smallest object presented: flakes of gold dust.
What do letters, ledgers, and bills of sale tell us about the passion behind great art? Now celebrating its 50th anniversary, the Smithsonian’s Archives of American Art uses the mundane records of everyday life to illuminate the most individual of human creations. Researchers using the Archives examine how existing conditions affected artists and their art.

In 1954, when the Archives was founded, not a single professor of American art history existed. Valuable records that provided context to the story of American art were scattered in every city and town where artists lived. The Archives’ founders set about assembling what became the pre-eminent collection in the field, encompassing more than 15 million original items.

Documents Provide Insights into the Creative Process

Letters, diaries, and journals offer insights into the creator’s state of mind, providing tantalizing glimpses of what lies behind the art. Sketches and drawings can serve as snapshots, capturing a moment of inspiration. Art dealers’ papers, price lists, and correspondence establish provenance or mark financial successes or failures. Records from the historic 1913 Armory Show, America’s first exhibition of European modern art, show how the public was slow to accept these new forms of expression.

Often, the collection sheds light on broader American history. Records from the Depression-era Works Progress Administration, which employed many out-of-work artists, tell us as much about America’s hopes and fears as they do about the art. Through a remarkable oral history program, the Archives has interviewed hundreds of artists; these first-person narratives preserve the accents and inflections that add power to individual stories.

For half a century, the Archives of American Art has preserved the past in a tangible way. It greets the next half century with a multi-million dollar grant from the Terra Foundation for American Art to digitize primary source material, making its treasures even more accessible to scholars and historians.
At a Glance

The Archives of American Art is the world’s largest collection of primary source documents on American visual arts.
- Preserves 15 million artifacts in 5,000 collections.
- Includes letters, diaries, sketchbooks, records, and more than 1 million photographs.
- Offers 2,000 oral histories, with more than 450 available online.
- Houses personal papers of Jackson Pollock, Rockwell Kent, Reginald Marsh, Ben Shahn, and Thomas Cole, among others.
- Collects records of dealers, critics, curators, patrons, and galleries.
- Services an average of 4,000 Web visitors per day.
Explore

Guiding Discovery:
Increasing knowledge is at the core of the Smithsonian mission. Through its museums and research centers, the Institution travels from the deep sea to outer space to find answers that enrich daily life.

1 National Science Resources Center
To help engage students in grades 4–6 in science learning, the center released 12 books that provide a linking component to its successful Science and Technology for Children curriculum. The books tell interesting stories about the earth, life, and physical sciences.

2 Smithsonian Astrophysical Observatory
A Smithsonian fellow made the important discovery that some star clusters are all that remain of entire galaxies that were consumed by larger, hungrier cousins, such as our own Milky Way.

3 Smithsonian Center for Materials Research and Education
The appearance of Brood X cicadas gave the center an opportunity to build a collection of the insects and investigate preservation and conservation methods used in entomology so scientists can evaluate the care of natural history specimens.

4 Smithsonian Environmental Research Center
Fulfilling the Smithsonian mandate to increase knowledge, new center research sheds light on: the effectiveness of proposed mercury emissions reduction regulations; levels of metal pollution in the Chesapeake Bay; and the influence of human activities on coastal systems.

5 Smithsonian Institution Archives
Detailed information on the history of the Smithsonian is now available via the Internet, providing researchers with online access to 2,700 digital historical images, a chronology listing 2,600 significant events, and an annotated bibliography.
The fossil fragments of a 900,000-year-old human skull, discovered by a team led by the director of the Human Origins Program at the National Museum of Natural History, marked a new era in the study of human origins. See next page for more.

Kids’ Farm at the National Zoo introduces children to the domestic animals that populate American farms and explains how our food gets from the farm to the plate. See page 14 for more.

6 Smithsonian Institution Libraries
Biodiversity studies of Central America received an enormous boost when the Smithsonian Institution Libraries launched its digital version of the Biologia Centrali-Americana, encompassing 25,000 pages and 1,284 stunning images.

7 Smithsonian Marine Station at Fort Pierce
The touch tank at the Smithsonian’s Marine Ecosystems exhibit received an extreme makeover and teems with invertebrate creatures of the Indian River Lagoon and the Florida coast.

8 Smithsonian Tropical Research Institute
Collaborating with the Smithsonian Institution Traveling Exhibition Service and the National Zoo, the institute produced a special exhibition, The Magic Web: The Tropical Forest of Barro Colorado Island, to celebrate Panama’s centennial as a republic.
Our prehistoric ancestors left plenty of clues about their existence. For more than 60 years, scientists digging at the Olorgesailie site in Kenya have discovered thousands of their stone tools; but until recently, they could find no human fossils. Where — and who — were the early humans who made those tools?

Then a research team, led by the Smithsonian’s Human Origins Program Director Dr. Richard Potts, unearthed fragments of an early human skull dated to about 900,000 years old. Reported in the July 2004 issue of the journal Science, the discovery fills in a 400,000-year gap in the human fossil record in Africa.

Understanding the Foundations of Human Life
The Human Origins Program works in the National Museum of Natural History in Washington, D.C., and in laboratories and sites around the world to better understand the biological and cultural foundations of human life and the environments in which it thrived. Often, the research takes scientists to Africa, where we know that early humans lived as long as 6 million years ago. Until recently though, the fossil record went blank between 1 million and 600,000 years ago.

The team’s recent discovery of fragments — brow ridge, left ear, and brain case — of a tiny, possibly female skull changes all that. Working with these bones and those from other time periods, forensic anthropologists, using the latest tools, can re-create faces from fragments and provide us with a look at the oldest part of the family album.
At a Glance

The Smithsonian’s Human Origins Program advances the scientific understanding of our evolutionary history.

- Conducts fieldwork in Kenya, India, and Southern China.
- Coordinates the research of more than 50 archaeologists, anthropologists, geologists, paleontologists, and other scientists from more than a dozen countries.
- Uses fossils and archaeological and climatic records of early human sites to study ecological aspects of human origins.
- Has explored the Olorgesailie site in Kenya since 1985 in collaboration with the National Museums of Kenya.
- Has unearthed more than 20,000 stone tools before finding human fossils at the site.
At the turn of the century, approximately 60 percent of Americans lived on a farm. Today, that figure has dropped below 2 percent. Our every meal depends on food grown on the nation’s farms, but most Americans have never set foot on one.

To acquaint America’s children with their agrarian roots, the National Zoo opened Kids’ Farm, an exhibition that links the food we eat to the farm, introduces youngsters to farm animals, and teaches them about their care. Young visitors help wash cows and groom donkeys in animal care modeled after the daily practices of 4-H Club members.

The exhibition breaks new ground for the National Zoo, marking its first program where children can actually touch the animals. Volunteers and staff help introduce youngsters to the farm’s cows, goats, ducks, and a variety of chickens.

**Linking Food to the Farm**

The Zoo teaches children that their favorite foods, such as pizza, don’t just magically appear. Visitors learn how everything, from the wheat in its crust to the cheese in its toppings, comes from the farm. They spend time in a fragrant garden that supplies tomatoes and basil, and to combine learning with fun, they can crawl through the giant olive on a larger-than-life pizza play area.

Rep. Ralph Regula (R-Ohio), himself a farmer, introduced the legislation that provided the $5 million appropriation from Congress that launched Kids’ Farm. The exhibition covers nearly two acres of Zoo ground and boasts a chicken coop and a light and airy old-fashioned barn that shelters animals from the elements — and is the envy of cows and farmers nationwide.
At a Glance

**Kids’ Farm** educates children about domestic animals and shows how food originates on American farms.
- Targets 3- to 8-year-old visitors.
- Houses 62 animals, including two cows, four donkeys, four goats, 31 chickens, and 21 ducks.
- Features Dominique chickens, which date to Colonial times.
- Covers two acres near the National Zoo’s Rock Creek Park entrance.
- Averaged about 15,000 visitors a week during its first month.
Connect

Reaching Americans:

Through Web sites, recordings, publications, and outreach programs that extend nationwide, the Smithsonian brings a wealth of knowledge and experiences to millions who cannot journey to the National Mall.

1 Smithsonian Affiliations
Smithsonian Affiliations set a new record for the largest loan of objects for a single exhibition, sending 174 artifacts, including the costume Ray Bolger wore in “The Wizard of Oz,” to the Durham Western Heritage Museum in Omaha, Nebraska, for its American Originals exhibition.

2 Smithsonian Asian Pacific American Program
Indonesian and Balinese dancers performed the Monkey Dance at the Asian Pacific American Heritage Festival, a Smithsonian-sponsored celebration that is part of National Asian Pacific Heritage Month.

3 The Smithsonian Associates
The Smithsonian Associates reached out to local communities with three CultureFest programs produced in conjunction with Smithsonian magazine that featured scholars, presentations, and performances such as regional jazz concerts.

4 Smithsonian Books
Smithsonian Books received national visibility for such titles as Math and the Mona Lisa by Bulent Atalay; The World War II Memorial: A Grateful Nation Remembers, edited by Douglas Brinkley; and The Story of Science: Aristotle Leads the Way, by Joy Hakim.
5 Smithsonian Center for Education and Museum Studies
Smithsonian in Your Classroom used interviews with artisans and several dolls from the National Museum of the American Indian collection to teach the nation’s elementary and middle school students about America’s diverse tribes. See next page for more.

6 Smithsonian Center for Latino Initiatives
The story of Alfred Rascon, recipient of the Congressional Medal of Honor, is just one of many featured in Our Journeys/Our Stories: Portraits of Latino Achievement, a bilingual photography exhibition that celebrates the Latino experience in America.

The Latino Music Initiative of the Smithsonian Center for Folklife and Cultural Heritage showcases Latino music as a vibrant contributor to American culture. See next page for more.

The Smithsonian Institution Traveling Exhibition Service ensures that Americans everywhere can benefit from the Smithsonian’s treasures and exposes new audiences to art, history, culture, and science. See page 20 for more.
Music is a primal force in every culture. We express history in ballads, patriotism in anthems, and joy through song. Music is also an integral part of everyday life in America. From the syncopated rhythms of ragtime to the urban strains of hip-hop, music has always reflected our diversity.

To recognize the important and growing presence of Latino culture in America, the Smithsonian’s Center for Folklife and Cultural Heritage has developed the Latino Music Initiative. This multi-pronged program showcases the broad musical heritage of the more than 40 million Latinos living in the United States.

Bridging Culture Through Music

Sometimes, a title says it all. Nuestra Música, beginning its first of four years as part of the Smithsonian Folklife Festival in 2004, makes the clear statement that Latino music is our music, the music of America. The very site of the Festival, the National Mall, provides a prominent stage for Latino musicians to gather and for thousands of visitors to hear their musical exchange. Each year, the program will explore different aspects of music from various Latino communities.

To reach the many people who cannot attend the Festival, Smithsonian Folkways Recordings has started Tradiciones, a collection of CDs representing more than 20 Latino musical traditions, and a Web site offering bilingual materials. A good read accompanies a good listen; the CD notes about the musicians and music are so thorough that some school districts use them to develop curricula.

The Latino Music Initiative introduces people worldwide to a rich segment of America’s musical past and present and, in so doing, invites them to learn more about themselves.
At a Glance

The **Latino Music Initiative** showcases the musical heritage of Latinos, the fastest growing segment of America’s population.

- One in every eight Americans is of Latino descent; Latino music is American music.
- Folkways’ *Tradiciones* will produce a total of 25 CDs of Latino music.
- To date, the CDs received four Grammy nominations and aired on 500 radio stations.
- The Smithsonian Folklife Festival presented Latino music to nearly 1 million visitors in 2004.
- One hundred Latino musicians and dancers, representing 10 Latino musical traditions, shared the Festival stage.
Connect: Touring Our Treasures

"As the most visible women in America, first ladies have evolved from the presidents’ social and ceremonial partners to advocates of social causes and political allies in their own right."

Edith Mayo, curator emeritus, National Museum of American History

The 143.7 million objects in the Smithsonian collections are held in trust for the American people. Millions visit our museums each year, but to provide even greater access for the rightful owners, the Smithsonian organizes traveling exhibitions that take our treasures, artifacts, and research to hundreds of American communities annually.

Every year, the Smithsonian Institution Traveling Exhibition Service (SITES) circulates between 50 and 60 exhibitions on art, history, science, and popular culture and has 10 more in production. A special initiative, Museum on Main Street, partners with state humanities councils nationwide to share Smithsonian collections with Americans in remote, rural locations. Going where people live, work, and spend their leisure time, SITES sends exhibitions to local museums and libraries, community centers and historical societies, municipal buildings and schools, shopping malls, and train depots.

Celebrating the American Experience

The Smithsonian staff shapes the scope and content of SITES exhibitions, many of which explore the vitality of the American experience. Highlights from 2004 include exhibitions that celebrate the nation’s history, its ingenuity, and its traditions.

First Ladies: Political Role and Public Image presents more than 150 objects from the National Museum of American History’s rarely traveled First Ladies Collection and illustrates how the role has evolved from ceremonial partner to one of recognized political partner and international celebrity.

Sports: Breaking Records, Breaking Barriers portrays notable athletes from more than a dozen sports who energized and transformed American society, featuring artifacts that emphasize issues such as women’s changing roles and racial and ethnic integration.

Doodles, Drafts, and Designs features 74 original sketches and drawings that showcase 200 years of American ingenuity and include some of the world’s best-known products — from turbines to Tupperware — as well as ideas that never got off the drawing board.
At a Glance

SITES exhibitions let visitors experience the Smithsonian in their own hometowns.

- Offers all-inclusive exhibition packages, including objects, images, and technical support.
- Has mounted more than 2,500 exhibitions in all 50 states.
- Every year, connects some 3.5 million Americans with their shared cultural heritage.
- Visits an average of 250 communities each year.
- Museum on Main Street has brought Smithsonian objects to 438 rural communities.
- Founded in 1952.
At the Smithsonian, we continually translate our mission of discovery and dissemination into action by shaping new initiatives, exhibitions, and programs that will enlighten and engage visitors from around the world.

1 The Grand Reopening of Two Museums
In July 2006, the Smithsonian American Art Museum and the National Portrait Gallery will reopen in the historic building that was formerly known as the Patent Office Building after a six-year renovation that combines classic 19th-century Greek Revival design with 21st-century innovation. Renowned architect Norman Foster designed an undulating glass canopy enclosing the 28,000-square-foot Robert and Arlene Kogod Courtyard, creating a magnificent space for indoor events. The renovated museums will feature more than 300 years of America’s stories through dynamic special exhibitions, installations, and educational programming. Other building enhancements include the new 346-seat Nan Tucker McEvoy Auditorium, the Lunder Conservation Center, and the Luce Foundation Center for American Art.

2 Transforming Our Nation’s History Museum
The Smithsonian is revitalizing the National Museum of American History, Behring Center to bring to life the nation’s past for 21st-century visitors. The museum recently made important steps toward its transformation by opening two major exhibitions, *America on the Move* and *The Price of Freedom: Americans at War*. In 2007, the museum will inaugurate the Star-Spangled Banner Gallery, featuring the flag that flew atop Fort McHenry and inspired our national anthem. Flag Hall will house *For Which It Stands*, an exhibition about the American flag, which will subsequently travel to major U.S. cities. The building’s ongoing transformation will include new exhibitions, educational programs, and further structural changes that will make it one of the world’s most architecturally striking and distinguished history museums.

3 The Steven F. Udvar-Hazy Center — Phase II
In December 2003, the National Air and Space Museum opened the Steven F. Udvar-Hazy Center. In its first year, more than 1.7 million visitors explored the center’s huge aviation hangar, Donald D. Engen Observation Tower, and giant-screen IMAX Theater. The James S. McDonnell Space Hangar launched in November. Phase II construction begins in early 2005. Additional facilities will include archives, collections storage, and a state-of-the-art
restoration hangar. Together, the flagship building on the National Mall and the Udvar-Hazy Center make up the world’s largest air and space museum complex. Continued expansion will strengthen the museum’s mission of commemorating the history of flight and presenting flight-related science and technology.

4 Understanding the World’s Oceans
In a grand-scale initiative to help visitors understand the vital role of oceans, the National Museum of Natural History will open Ocean Hall in September 2008. At 28,000 square feet, the hall will be the museum’s largest exhibition, featuring a living coral reef, life-size models of rare marine animals, and high-definition media displays. Ocean Hall will serve as the highlight of a multi-disciplinary program that will showcase the latest findings in marine research and encompass a Web site that will allow visitors access to marine specimens online and provide a portal to ocean-related content across the Web. A Center for Ocean Science will advance scientific collaboration among Smithsonian scientists and scholars and their peers around the world.

5 Protecting Our Endangered Species
Asia Trail is the first phase of a long-term initiative to renovate and modernize the National Zoological Park in Washington, D.C. The Asia Trail will feature new homes for animals from some of the endangered species of the Asian sub-continent, including giant pandas, sloth bears, clouded leopards, fishing cats, and red pandas. Zoo visitors will experience these wild animals in naturalistic settings that impart a better understanding of biology and behaviors and put a sharper focus on the problems that threaten their survival. The Asia Trail will also support groundbreaking research, yielding knowledge vital to protecting animals in the wild.

6 National Museum of African American History and Culture
President George W. Bush signed legislation to create the National Museum of African American History and Culture in December 2003, the first step in realizing what will become the newest Smithsonian museum, whose mission will be to document African American life, art, history, and culture. The 19-member founding council is considering the mission, vision, and collecting strategy for the museum, which will encompass topics as broad as slavery, the Harlem Renaissance, and the civil rights movement. The Smithsonian recently chose the first director, and a site selection committee of members from the Smithsonian Board of Regents will review potential locations.
Fiscal year 2004 was an extraordinary year for the Smithsonian Institution. We opened the National Museum of the American Indian on the Mall and a major exhibition, *The Price of Freedom: Americans at War*, at the National Museum of American History. The Smithsonian’s financial health continues to improve. The Endowment’s value grew substantially during the year, and the Institution’s net assets increased by 8 percent for the second year in a row. Net assets increased by $147 million, to a total of more than $1.8 billion, a new record high for the Institution.

The Smithsonian receives funding from direct federal government appropriations, from other governmental entities, and from private sources. With private funds, the Institution undertakes new ventures and provides a critical margin of excellence for carrying out innovative research, expanding and strengthening our national collections, developing and building new facilities, opening state-of-the-art exhibitions, and reaching out to America’s many diverse communities. Federal appropriations conserve our national collections; sustain basic research; educate the public; operate, maintain, and protect the large Smithsonian museum and research complex; and provide other administrative and support services. KPMG LLP conducted the 2004 annual audit. For a complete set of audited financial statements, contact the Office of the Comptroller at (202) 275-0322.
Smithsonian Business Ventures

Smithsonian Business Ventures (SBV) operates most of the businesses and revenue-producing activities of the Smithsonian Institution, including both Smithsonian and Air & Space magazines, 25 museum stores, the mail-order gift catalog, restaurant businesses, three IMAX theaters, and all licensing and media enterprises, including e-commerce. SBV generates unrestricted income, which is critical to the Institution’s ability to fulfill its programmatic mission to the American people. In 2004, total revenues were $156.3 million, which represents a 9.2 percent increase over last year.

Major 2004 highlights:

- A two-year collaboration with the National Museum of the American Indian culminated in the opening of more than 6,300 square feet of retail store space and a 14,709-square-foot restaurant, both featuring authentic offerings from 33 tribes and earning nearly $800,000 within two weeks of opening.

- A prototype for Smithsonian museum stores opened at Newark International Airport in Terminal C, carrying a distinctive assortment of jewelry and gifts reflective of the diverse collections and cultural interests of the Institution.

- Licensees in publishing received awards as follows: The DK/Smithsonian book Earth, at the 18th Annual New York Book Show; the Soundprints/Smithsonian book Groundhog at Evergreen Road, from the Publisher’s Marketing Association; the Hylas/Smithsonian books Black: A Celebration of Culture and The Edge of Africa, from ForeWord magazine.

- On-site efforts in the museum stores to acquire new National Associate Members have yielded more than 25,400, a 65 percent increase over last year. Distribution of the Institution-wide visitor guide My Smithsonian increased by 17 percent to 3.51 million copies.

- Smithsonian magazine’s CultureFest, a traveling program organized with The Smithsonian Associates to bring the Institution’s cultural resources to selected cities, attracted more than 3,000 participants to more than 50 events in Phoenix/Scottsdale.

Private philanthropy is critical to the Smithsonian’s mission. Private dollars allow the Smithsonian to ignite young minds through education and outreach, mount dynamic exhibitions, advance scientific research, and fund innovations on many levels. Philanthropic support has never been more important to the Smithsonian, and we are most appreciative of our generous contributors.

Purpose of Funds Raised
Fiscal Year 2004

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<td>Museums &amp; Research Centers, Unrestricted</td>
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<td>Acquisitions &amp; Collections</td>
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Funds Raised by Source
Fiscal Year 2004

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<td><strong>Total</strong></td>
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Leadership Gifts

The Institution is deeply grateful for the generous new gifts and pledges of $1 million or more in 2004 from the following valued donors, whose thoughtful and wide-ranging support has been essential to advancing Smithsonian initiatives in all fields.

**Dr. Peter Buck**
The National Museum of Natural History’s rare and priceless gem collection — recognized as one of the world’s most important — was recently strengthened by Dr. Peter Buck’s gift of $3.1 million, which enabled the museum to purchase a 23.1-carat Burmese ruby of flawless character and color. One of the largest and finest ruby gemstones in existence, this gem has been named the Carmen Lúcia ruby in memory of Dr. Buck’s late wife. His gift makes it possible for millions of visitors every year to see an extraordinary treasure. (Photo 1)

**The Coca-Cola Company**
The Coca-Cola Company provided the Smithsonian with $1.5 million in sponsorship support, including five years of funding for the National Museum of Natural History’s popular Smithsonian Jazz Café. Because of Coca-Cola’s generous support, thousands will enjoy the café’s popular Friday evening programs. The company also made a high-level, five-year commitment to the Smithsonian Corporate Membership Program. (Photo 2)

**David A. and Mary Ann H. Cofrin**
David A. and Mary Ann H. Cofrin first learned of the work of the Smithsonian Tropical Research Institute (STRI) while on a cruise to Central America. Since 2002, they have been generous supporters of the Smithsonian’s Panama-based research center. In 2004, the Cofrin gift of $3.5 million created a chair in paleobiology, the first endowed position at STRI. The gift reflects the Cofrins’ conviction that STRI’s research is “unique, important, and of the highest quality.” (Photo 3)

**ExxonMobil**
*America on the Move* takes visitors on a journey through the history of transportation, from 1876 to the present, showcasing how transportation shaped American lives and landscapes. With its pledge of $2 million, ExxonMobil became a major sponsor of the new, permanent exhibition at the National Museum of American History, which enables millions of Americans to learn how our road, rail, sea, and air transportation systems have profoundly influenced the nation. (Photo 4)
Robert and Arlene Kogod
Robert and Arlene Kogod’s extraordinary gift of $25 million will help put a crowning touch on the Smithsonian’s renovation of the historic Patent Office Building, home to the Smithsonian American Art Museum and the National Portrait Gallery. The Robert and Arlene Kogod Courtyard will be one of Washington, D.C.’s most magnificent public spaces, encompassing 28,000 square feet and enclosed with an undulating glass canopy designed by renowned architect Norman Foster. The Kogods, noted collectors of 20th-century American art and Art Nouveau, have long been associated with the Smithsonian. They have been members of the Smithsonian American Art Museum’s American Art Forum since 1986 and the Archives of American Art since 1987. (Photo 5)

The Lunder Foundation
A 2004 challenge gift of $4 million pledged by The Lunder Foundation will help create a visible art conservation center in the Patent Office Building. The Lunder Conservation Center will enable visitors to witness art conservation first-hand by watching the conservators at work through floor-to-ceiling glass walls. Interactive kiosks, hand-held computers, and traditional interpretive displays will explain to visitors the work they are seeing. Smithsonian American Art Museum commissioner and National Board member Peter Lunder and his wife, Paula, are American art collectors with a deep interest in conserving America’s great cultural legacy. The Lunder Foundation’s generous gift is the catalyst to raise the $6 million in new funds needed for the center. (Photo 6)

John and Adrienne Mars
John and Adrienne Mars have helped the Smithsonian look to the future this year with their $3 million gift for Phase II of the Steven F. Udvar-Hazy Center. Their gift supports the building of the center’s restoration wing and other Phase II facilities and will enable the National Air and Space Museum to share even more of its magnificent collection with those visiting the world’s most popular museum. Adrienne Mars formerly served on the National Air and Space Museum and Smithsonian National Boards, and she is currently a member of the National Zoological Park’s Board. Both John and Adrienne Mars are avid supporters of the National Air and Space Museum and a wide range of other Smithsonian initiatives. (Photo 7)
Lester S. and Enid W. Morse
More than 20 years ago, Lester S. and Enid W. Morse gave their first gift to the Cooper-Hewitt, National Design Museum to fund a lecture program. They have been extraordinarily loyal supporters ever since. Enid Morse currently serves as chairman of the Cooper-Hewitt’s Board. The museum was most recently the grateful recipient of a $1 million endowment gift from the Morses. This gift helps the Cooper-Hewitt build its world-renowned collections and develop design exhibitions that will reach audiences well into the future. (Photo 8)

Northrop Grumman Corporation
A $2 million pledge from the Northrop Grumman Corporation has greatly assisted the second phase of construction of the National Air and Space Museum’s Steven F. Udvar-Hazy Center. Already a generous supporter of the center, the defense contractor and shipbuilding firm’s new gift brings the planned restoration hangar, archives, conservation laboratory, and collection processing areas closer to realization. (Photo 9)

The Rasmuson Foundation
The construction of the National Museum of the American Indian inspired extraordinary generosity. This year, the Alaska-based Rasmuson Foundation pledged $5 million toward the realization of the museum. The Elmer and Louise Rasmuson Theater recognizes the foundation’s former chairman, the late Elmer Rasmuson, a former member of the Board of Trustees of the National Museum of Natural History, and his widow. The Rasmuson Foundation has given a total of $5.5 million to this new museum that celebrates America’s Native cultures. (Photo 10)

Victoria P. and Roger W. Sant
The Smithsonian’s National Museum of Natural History received timely assistance for its upcoming Ocean Science Initiative from Victoria P. and Roger W. Sant’s generous planned gift of $10 million to endow a new, full-time museum position, the Sant Chair in Marine Sciences. Roger Sant is chairman of the Executive Committee of the Board of Regents of the Smithsonian and a National Museum of Natural History Board member, and Vicki Sant is a member of the Smithsonian Luncheon Group. Committed supporters of the Smithsonian, the Sants have made a leadership gift that will permanently contribute to the appreciation and understanding of the Earth’s oceans. (Photo 11)
The Seneca Nation of Indians
The planning and creation of the National Museum of the American Indian involved Native peoples in an unprecedented way. The Seneca Nation of Indians, which occupies aboriginal lands in New York state, pledged $1 million in 2004 to ensure that the new museum was realized after so many years of effort. The Seneca Nation’s generosity helped open the museum’s doors in September and will ensure that millions will experience the stories, histories, and contributions of the first peoples of the Western Hemisphere. (Photo 12)

Clarice and Robert Smith
Clarice and Robert Smith pledged $1 million to the Smithsonian American Art Museum this year to establish the Clarice Smith Distinguished Lectures in American Art. The annual series presents new insights in American art from the perspective of artists, scholars, and critics. Clarice Smith is an accomplished painter and a member of the Smithsonian American Art Museum’s Commission. The gift reflects the Smiths’ passion for art and scholarship and fits perfectly with the museum’s mission to celebrate the creativity of our country’s artists, whose works are windows on the American experience.

Richard O. Ullman Family Foundation
In September 2004, the generosity of the Richard O. Ullman Family Foundation helped realize the long-awaited dream of the Smithsonian and Native peoples across the world to open the National Museum of the American Indian. The foundation’s generous $1 million gift toward the opening exhibitions and programs was inspired by Richard Ullman’s long-standing affiliation as a museum Charter Member. The museum welcomed more than 800,000 visitors during its first few months and will continue to share its extraordinary cultural treasures with millions of Americans for generations. (Photo 13)

Anne van Biema
Inspired by visits to the Freer Gallery of Art and the Arthur M. Sackler Gallery, Anne van Biema made arrangements to bequeath her Japanese print collection to the Sackler Gallery and established the Anne van Biema Fellowship Endowment, which supports research in Japanese art history, and the Anne van Biema Endowment, which supports research, publication, and exhibition of Japanese prints and related arts. Following her death in 2004, her estate made a $6.4 million bequest to these endowments. The Smithsonian, the Freer Gallery, and the Sackler Gallery were all founded by endowments and continue to be strengthened by those who include the Institution in their estate planning. (Photo 14)
## Donors to the Smithsonian

The Smithsonian recognizes those donors who made payments or pledges during the fiscal year ending September 30, 2004.

### $1,000,000 or more

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<td>Ms. Wynnette LaBrosse (Agora Foundation)</td>
<td>William &amp; Mildred Lasdon Foundation</td>
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<td>Aimee and Robert Lehrman</td>
<td>Thelma and Melvin Lenkin</td>
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<td>Lucent Technologies Foundation</td>
<td>R. H. Macy &amp; Co. (Federated Department Stores Foundation)</td>
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<td>Barbara and Morton Mandel</td>
<td>Nancy A. Marks</td>
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<td>Marsh Inc.</td>
<td>Robert T. McColl*</td>
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<td>Robert R. McCormick Tribune</td>
<td>The Merck Company Foundation</td>
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<td>The Merck Company Foundation</td>
<td>Merck Institute for Science Education</td>
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<td>Mr. and Mrs. Augustus C. Miller</td>
<td>Morris Animal Foundation</td>
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<tr>
<td>Mosaic Foundation</td>
<td>National Asphalt Pavement Association</td>
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<td>National Fish and Wildlife Foundation</td>
<td>National Marine Sanctuary Foundation</td>
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<tr>
<td>National Organization for the Advancement of Haitians</td>
<td>Oneida Tribe of Indians of Wisconsin</td>
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<td>Frederick D. Petrie</td>
<td>Kay and Dave Phillips</td>
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<td>Pitney Bowes Inc.*</td>
<td>Ms. Rita J. Pyoons</td>
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<td>Rabi &amp; Bates Communication Design*</td>
<td>Raytheon Company</td>
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<td>Regione Campania</td>
<td>James Renwick Alliance</td>
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<td>Rockefeller Foundation</td>
<td>Rolls-Royce North America Inc.</td>
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<tr>
<td>Mr. Samuel G. Rose and</td>
<td>Ms. Julie Walters</td>
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<tr>
<td>Susan and Elihu Rose</td>
<td>Mr. and Mrs. Robert M. Rosenthal</td>
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<tr>
<td>Ruhoff Institute</td>
<td>Rotary International</td>
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<td>Running Strong for American Indian Youth</td>
<td>Salk Institute for Biological Studies</td>
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<td>Mr. and Mrs. B. Francis Saul II</td>
<td>Lloyd G. and Betty A. Schermer</td>
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<tr>
<td>Margaret Knowles Schink</td>
<td>Scottish Arts Council</td>
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<td>Scottish Arts Council</td>
<td>Sealaska Corporation</td>
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<tr>
<td>Shirley Phillips Sichel</td>
<td>Singh Development Co., Ltd.</td>
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<tr>
<td>Sandra and Lawrence Small</td>
<td>Ms. Elizabeth H. Solomon</td>
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<td>Guenther and Siewchin Yong Sommer</td>
<td>The Starr Foundation</td>
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<tr>
<td>The Stuntz Foundation</td>
<td>Target Corporation</td>
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<tr>
<td>Frederick and Barbara Clark Telling</td>
<td>Thaw Charitable Trust</td>
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<tr>
<td>Thermos LLC</td>
<td>Tiffany &amp; Company</td>
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<td>Robert Bruce Torgny</td>
<td>United Technologies Corporation</td>
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<td>UPS</td>
<td>Dr. George B. Whatley</td>
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<td>Randall and Teresa Willis</td>
<td>The AEC Trust</td>
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<tr>
<td>$50,000 or more</td>
<td>Anonymous</td>
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<tr>
<td>Anonymous</td>
<td>Agua Caliente Band of Cahuilla Indians</td>
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<tr>
<td>Audi North America</td>
<td>James F. Dicke Family</td>
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<tr>
<td>Ruth S. and A. William Holmberg</td>
<td>Dr. Frank Levinson (F.H. Levinson Fund)</td>
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<tr>
<td>The Mohegan Tribe of Indians of Connecticut*</td>
<td>Morgan Stanley</td>
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<tr>
<td>Donald W. Reynolds Foundation</td>
<td>Rolex*</td>
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<tr>
<td>Shell Oil Company Foundation</td>
<td>Mr. Theodore J. Slavin</td>
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<tr>
<td>Smithsonion Women’s Committee</td>
<td>State Farm Companies Foundation</td>
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<td>Jean and Davis H. von Wittenburg</td>
<td>The Coca-Cola Company</td>
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<td>David A. and Mary Ann H. Coe</td>
<td>The Conrad N. Hilton Foundation</td>
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<tr>
<td>The Comer Family Foundation</td>
<td>ExxonMobil*</td>
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<td>Jean and Davis H. von Wittenburg</td>
<td>State Farm Companies Foundation</td>
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<td>James F. Dicke Family</td>
<td>Agua Caliente Band of Cahuilla Indians</td>
</tr>
<tr>
<td>Anonymous</td>
<td>The Upton Trust</td>
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$10,000 or more
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* From Left to Right  
Former Smithsonian National Board chairs Lloyd Schermer, Bill Anderson, Gay Wray, Frank Daniels, and Max Berry pose with current chair, Patricia Frost, at the National Museum of the American Indian during a fall alumni reunion.

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Former Smithsonian National Board chairs Lloyd Schermer, Bill Anderson, Gay Wray, Frank Daniels, and Max Berry pose with current chair, Patricia Frost, at the National Museum of the American Indian during a fall alumni reunion.
The Distinguished Benefactors Room in the Smithsonian Institution Castle honors the Institution’s most generous donors, individuals whose gifts total $1 million or more, and foundations and corporations that have made one-time gifts of the same amount. These donors’ abiding vision and stewardship have preserved the traditions of the Smithsonian while furthering its mission.

Gifts by these benefactors are as broad and varied as the work of the Institution and help support museum programs, exhibitions, capital projects, scientific endeavors, and national and regional outreach activities.

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