



The  
ALEXANDRIA HISTORICAL SOCIETY, INC.

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NEWSLETTER

APRIL 2012

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**APRIL MEETING**

**DATE:** Wednesday, April 25, 2012

**PLACE:** The Lyceum, 201 South Washington Street, Alexandria, Virginia

**TIME:** 7:30 PM

**SPEAKER:** Stephanie Pace Brown of Alexandria Convention & Visitors Association

## **2012 Annual Alexandria History Awards**

**The 2012 Alexandria History Awards will be presented by  
Senator Patsy Ticer**

**Special Awards will be given to historians and authors**

**Robert L. Madison  
and Michael Lee Pope**

**Alexandria Historical Society High School History Awards  
will be presented to:**

**Saara Kaudeyr – T.C. Williams High School  
Joslyn Chesson – Episcopal High School  
Robert LaRose – Bishop Ireton High School  
Douglas Maggs – St. Stephen's/St. Agnes Upper School**

**Short Lecture by Stephanie Pace Brown,  
CEO and President of the Alexandria Convention & Visitors Association**

**A reception, with refreshments, will follow the program.**

## Stephanie Pace Brown to Speak at History Awards



Alexandria's top tourism official, Stephanie Pace Brown, will be the guest speaker at the Alexandria History Awards. As president and CEO of the Alexandria Convention & Visitors Association, Brown has led a multi-dimensional sales and marketing program to increase visitor spending in the City of Alexandria. Alexandria's tourism industry contributes greatly to the local economy, annually reporting over \$22 million in direct taxes to the City. She has recently accepted a similar position in Asheville, N.C., after serving Alexandria for the past five years.

In Alexandria, Brown has led a staff of 22 travel and tourism professionals in the areas of tourism marketing, communications, sales and visitor services, managing a budget of \$2.9 million. She was formerly Associate Director of Mount Vernon, for Public Affairs, with oversight of advertising, marketing, media relations, special events, and group sales. She directed the opening of the

Donald W. Reynolds Museum and Education Center in 2006, which resulted in \$8 million of earned media and increased attendance of 59 percent at Mount Vernon in the first quarter following the opening of the new facilities.

Prior to her employment at Mount Vernon, Brown was Director of Customer Research at The Colonial Williamsburg Foundation where she managed a comprehensive marketing research program and a multi-million dollar national advertising campaign. Earlier tourism experience also included serving as Research Manager for the Ohio Division of Travel and Tourism.

Brown recently concluded five years of service as director-at-large on the board of the U.S. Travel Association, and has served on their Membership Committee, Research Advisory Committee and National Council for Attractions. She currently holds appointments to the Simpleview Industry Advisory Board, the Burke and Herbert Bank Alexandria Advisory Board, the Torpedo Factory Art Center Board, and the Historic Alexandria Resources Commission.

She holds a Bachelor of Arts degree in personnel administration of higher education from Mount Union College in Alliance, Ohio, and participated in the graduate program in sociology as a teaching and research assistant at The Ohio State University in Columbus, Ohio.

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### Upcoming Programs

The Alexandria Historical Society is offering free lectures in May and June at The Lyceum, 201 South Washington Street. On Wednesday, May 23, author Anthony S. Pitch will discuss his book, *"They Have Killed Papa Dead!": The Road to Ford's Theatre, Abraham Lincoln's Murder, and the Rage for Vengeance* (Steerforth Press, 2008). Then on Wednesday, June 27, author Michael Lee Pope will present the Hidden History of Alexandria, D.C. (The History Press, 2011). Both lectures are free and begin at 7:30 p.m.

## About the Alexandria History Award Honorees

At the April 25 Alexandria History Awards, the Alexandria Historical Society will honor local historian Robert L. Madison and journalist Michael Lee Pope with Special Awards for making notable contributions to the Society and to Alexandria history. Retired State Senator Patricia S. “Patsy” Ticer will present the awards.

Madison is the author of *Walking with Washington: Walking Tours of Alexandria, Virginia, Featuring over 100 Sites Associated with George Washington*, a popular guide highlighting more than 140 Alexandria sites related to George Washington. It continues to be used by tourists, residents, historians and curators, with proceeds from the sale of the book benefitting Alexandria’s historic sites. Madison, who holds Master’s Degrees from Roosevelt University and George Washington University, served in the U.S. Navy, retiring from the U.S. Naval Reserve as a Captain, and served as a civilian with the Navy Accounting Finance Center. He has been a Carlyle House docent for more than 12 years, and for seven years, he was an AHS board member and held positions of Vice President and Program Chair. During his tenure with the AHS, he managed the website, edited the newsletter, handled publicity and scheduled speakers for the society.

Pope is the author of *Hidden History of Alexandria, D.C.*, which covers an overlooked period of Alexandria’s history. In addition to this publication, Pope’s *Ghosts of Alexandria* also contains fascinating local history. In conjunction with the 150th anniversary of the Civil War, he has written a series of articles on Alexandria’s Civil War history. As an award-winning journalist, he has reported for WAMU 88.5 FM, the *Alexandria Gazette Packet*, the *New York Daily News* and the *Tallahassee Democrat*. He has a Master’s Degree in American Studies from Florida State University. He will be selling and signing copies of *Hidden History of Alexandria, D.C.* at the program.

The awards for outstanding high school history students will be presented to Saara Kaudeyr of T.C. Williams High School, Robert LaRose of Bishop Ireton High School, Joslyn Chesson of Episcopal High School, and Douglas Maggs of St. Stephen’s & St. Agnes Upper School.

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## Nominations for Alexandria Historical Society Board

The Nominating Committee Report has submitted the following slate of candidates for positions on the AHS Board of Directors for the 2012-13 term. The election will be held at the May 27 meeting.

President	Bill Dickinson	
Vice President	Peggy Gross	
Secretary	Ted Pulliam	
Treasurer	Lisa Adamo	
Director	Audrey Davis	3 years
Director	Katy Cannady	3 years
Director	Sara Coster	1 year

**ALEXANDRIA HISTORICAL SOCIETY, INC.  
NEWSLETTER**

**201 SOUTH WASHINGTON STREET, ALEXANDRIA, VA 22314**

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**Newsletter Editor: Amy Bertsch, 703.746.5014**

The AHS Newsletter is published by the Alexandria Historical Society, Inc., and mailed free to members. To join the Society, submit your check made payable to "Alexandria Historical Society," together with your name, address, and telephone numbers, to the Alexandria Historical Society, 201 South Washington Street, Alexandria, Virginia 22314. Annual dues are: \$10.00, Student; \$20.00, Single; \$30.00, Couple; \$50.00, Sustaining; and \$100.00, Patron. The membership year is July to June. Dues are tax deductible to the extent allowed by law.

*The purpose of the Society shall be to promote an active interest in American history and particularly in the history of Alexandria and of Virginia.*

*The Society is organized exclusively for educational purposes.*

**VISIT OUR WEBSITE:**

**[www.alexandriahistorical.org](http://www.alexandriahistorical.org)**



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**201 South Washington Street  
Alexandria, Virginia 22314**