

NEH Application Coversheet (PG-287756)

Preservation Assistance Grants

PROJECT DIRECTOR

Ms. Michelle Moog-Koussa
Executive Director
56 Broadway St.
Asheville, NC 28801-2916
USA

E-mail: michelle@moogfoundation.org
Phone: 8284170363
Fax:

Field of expertise: Political Science, Other

INSTITUTION

Bob Moog Foundation
Asheville, NC 28801-2916

APPLICATION INFORMATION

Title: *Bob Moog Foundation Archives: General Assessment*

Grant period: From 2022-09-01 to 2023-10-31

Project field(s): Cultural History; History, Other

Description of project: The Bob Moog Foundation is hiring a professional consultant/conservator to compete a general assessment of the Bob Moog Foundation Archives (BMFA). The assessment will include a long-term plan for the care, preservation, and conservations of over 10,000 pieces within the collection. As part of the assessment, the consultant will provide guidance regarding environmental equipment, safety protocols, and future collections planning. She will also provide education and training opportunities for staff to learn appropriate skills for ongoing maintenance of the collection.

BUDGET

Outright Request	0.00	Cost Sharing	0.00
Matching Request	6,200.00	Total Budget	6,200.00
Total NEH	6,200.00		

GRANT ADMINISTRATOR

Ms. Edie Weichert
56 Broadway St.
Asheville, NC 28801-2916
USA

E-mail: Edie@moogfoundation.org
Phone: 9193082448
Fax:

Grant Narrative

What activity (or activities) would the grant support?

The Bob Moog Foundation is seeking funding to support the hiring of Beth Heller, a peer-reviewed professional associate of the American Institute for Conservation (AIC) and a collections assessor for the Collections Assessment for Preservation (CAP) program to conduct a general assessment/survey of the Bob Moog Foundation Archives. In addition, the organization will be seeking funding for environmental monitoring supplies from *Conserv*, a company (recommended by the professional associate) that makes data loggers and facilitates monitoring for cultural heritage preservation.

Beth Heller will be asked complete five primary activities directly related to the assessment: (1) conduct a general survey/assessment, (2) provide a report inclusive of recommendations for proper care, conservation, and preservation, as well as environmental conditions and disaster preparedness, (3) determine strengths and weaknesses of the current collections management processes, (4) engage staff in a workshop to build on their current archival experience and empower them to properly preserve and care for the collection through the consultant's recommendations, and (5) engage in follow-up conversations and check-ins to discuss progress and challenges in the preservation and conservation of the collection.

The Bob Moog Foundation will purchase the *Conserv* starter kit that includes two sensors, a gateway, and a three year subscription to a monitoring service. The sensors monitor temperature, humidity, light and shock. The consultant made the recommendation for this particular system, and due to her familiarity with this system and its specs, offered training to support the purchase of this item.

The resulting products would be a formal assessment of the Bob Moog Foundation Archives that would allow the organization to preserve and share these artifacts for various purposes including but not limited to research, education, community building, information sharing, entertainment, and technology as well as a valuable knowledge expanding experience for the staff to gain preservation skills to strengthen the collection. The organization will also obtain environmental monitoring solutions that have been out of reach due to cost. The grant period will facilitate the time to conduct the recommended activities in the assessment.

What are the content and size of the humanities collections that are the focus of the project?

The Bob Moog Foundation Archives contains over 10,000 historical and scientific items both physical and digital that are directly related to the history of Bob Moog's career and legacy. His career and legacy have spanned decades throughout the 20th and 21st centuries, and they are characterized by a history of invention and innovation that revolutionized the face of music and made a lasting impact on music history and culture. These items include artifacts from the companies he built throughout his career, R.A. Moog, Moog Music, and Big Briar. Bob's career involved these three companies, but another facet of his career involved education and his role in teaching this craft to future innovators to inspire critical thinking. The collection contains:

- Magazines and articles (written by Bob or about Bob)
- Lecture notes and copies of lectures
- Bills and check stubs
- Notebooks and letters

- Synthesizer instructions and manuals
- Schematics
- Photos
- Transcribed and recorded interviews
- Slides
- Instruments
- Just under 50 synthesizers

How are these humanities collections used?

Currently, part of the archive is on display at the Moogseum in Asheville, NC in a 1,400 square foot space that fosters an environment that meets at the intersection of art, science, and history, and the archives are becoming a large part of the institutional focus. Much of this collection is available for viewing through interactive exhibitions and displays at the museum. The rest of the collection is in a climate controlled storage unit, as staff is currently in the process of cataloging the collections to make the rest available for public, digital use. Having an assessment completed will allow us to preserve the collection appropriately for future use so that various groups will benefit from access throughout education and society.

The general local community will be able to utilize the collection. The Moogseum has grown since its inception in 2019, and we are currently in the process of expanding our space to increase visitor capacity through the addition of three new exhibits. Conserving and preserving the archives and ensuring its future availability for access through the Moogseum or online will complement the current offerings and open the door to a deeper understanding of this legacy and music history.

The local community comprises various sub-communities, one of which includes the local universities, UNC Asheville (UNCA), and Western North Carolina University (WCU). Both can directly benefit from appropriate access to the archives as both have dedicated electronic music programs. More specifically, UNCA is host to the “Bob Moog Electronic Sound Studio” in which “students who study and work in the studio will uphold the legacy of the music pioneer and professor who left an indelible stamp on the recording industry and on UNC Asheville” (Bob Moog Electronic Sound Studio). As of 2020, total enrollment at UNCA is 3,363; 118 of those students are enrolled in an arts and/or music program, and there are 27 faculty members (NCES). The Moogseum archives, through both virtual and in-person means, can further the effort within the local universities to benefit and aid students, faculty, and researchers in research and exploration of innovations in electronic music. While the local universities will benefit, online archival access can also reach programs across the country and abroad.

Synthesizer restorers will be able to use these preserved diagrams and schematics to assist in restoring instruments of this type. Accessing the original plans for these instruments can be extremely beneficial when restorers are procuring parts and equipment as well as gaining an understanding of the foundational material from which the instrument was created to restore the piece as close to its original state as possible.

Finally, western North Carolina’s creative industry makes up a healthy and vibrant part of the community. For all creative occupations in Asheville in 2019, musicians were second in making up almost 20% of creative industry occupations (Asheville Area Arts Council). Bob Moog’s legacy has had an indelible

impact on the music industry as a whole, and providing resources for musicians to better understand music history can help their craft. He was deeply engaged in this community during his life.

What is the nature and mission of your institution or institutional unit?

Mission: The Bob Moog Foundation fosters creativity and critical thinking by providing interactive educational experiences drawn from Bob Moog's pioneering legacy of synthesizing science, music, and imagination. We provide hands-on, immersive opportunities for children and adults to explore and engage through history and with the science of sound through Dr. Bob's SoundSchool and the Moogseum. Through these projects, we inspire the next generation of innovative thinkers.

Dr. Bob Moog was a pioneer of electronic music and an integral part of its history. He has been inducted into the National Inventors Hall of Fame, received two technical Grammy Awards, the Polar Music Prize, and multiple accolades for his work in pioneering electronic music. His contributions revolutionized the face of music and made the science of sound an accessible part of music history that is woven throughout the fabric of music today. The Bob Moog Foundation Archives is a project that falls under the umbrella of the Bob Moog Foundation along with Dr. Bob's SoundSchool, a 10-week curriculum for second grade students to learn about the science of sound, and the Moogseum, a brick and mortar museum dedicated to the legacy and history of Bob and his work in creating synthesizers and making them an accessible part of music history. The Bob Moog Foundation was founded by Bob Moog's family and colleagues in 2005 after his untimely passing. Motivated by thousands of testimonials from over 60 countries, speaking to how Bob Moog inspired people's lives, they created a vision to carry his legacy forward and achieved its 501(c)3 non-profit status in 2007.

Has your institution ever had a preservation or conservation assessment or consultation?

No, the organization has engaged a consultant for some archival activities (cataloging, documenting, photographing), but no formal assessment has been produced to date.

What is the importance of this project to your institution or institutional unit?

While the Bob Moog Foundation has many pieces that contribute to the collection, the organization has yet to obtain a general assessment of these artifacts to ensure proper care now and in the future. This type of preservation is not only necessary for the physical care of the collection, but it also carries a historical impact that is relevant to many. "The extraordinary range of preservation activity within and beyond the mainstream sector, on and offline, evinces the emotional commitments of individuals and groups as well as the investment of experience involved in collecting, preserving and often presenting popular music's material past" (Long et. al., 2017).

Engaging a consultant to guide staff in appropriately assessing these items is vital to their preservation. F. Gerald Ham (1975) called on archivists to build a representative record of human experience, outside of simply focusing on informational and historical value alone. This is part of what the Bob Moog Foundation Archives is seeking to do. We want to build an organized and thoughtful record of the life of Bob Moog and his accomplishments that will weave the pragmatic items in the collection with more holistic items. A professional consultant can guide the organization in properly doing this work thoughtfully and methodically with conservation and preservation at the forefront of these efforts.

Currently some of the archive is available through 14 online exhibits, which are part of a partnership with Google Arts & Culture (see attached document for link to exhibits). The long-term strategic plan of the Moogseum and archives includes travelling exhibits that will display these pieces in various areas of the country, and we want to ensure that these items will be cared for in a way that would allow that plan to come to fruition through not only a detail record of this part of music history, but to also better understand and communicate the relevance, meaning, and value of this collection for future generations. “Institutions of popular music are, like other types of community archives, 'a mediated social and cultural practice', in which memory is mobilized to engage with the present and work towards an understanding of the future” (Baker, 2016). Understanding how to care for these items will allow for conservation and preservation which is crucial to many of the efforts of the Bob Moog Foundation as well as exemplifying the connection of the past, present, and future.

Through this process the Bob Moog Foundation will obtain the necessary skills and recommendations from an expert in the field, which is something that is currently lacking. In addition, the consultant is familiar with the environmental monitoring equipment requested and can provide appropriate training for those items. Currently we have the most basic knowledge of archival practices and we are seeking to elevate that understanding to a level that provides more expertise and sustainability. This assessment will serve the organization in multiple ways. It will gain a better understanding of how to care for the assets it currently has as well as care for assets we acquire in the future. The assessment itself will be a useful tool for future granting opportunities and funding. The survey will create a plan for disaster scenarios. It will also allow the organization to build upon current, and establish future relationships with, various educational, nonprofit, and historical institutions by providing a detailed catalog of historical artifacts that are part of music history. Ultimately, it will allow the organization to establish next steps, policies, and procedures that are valuable not only to the archives but the organization as a whole.

What are the names and qualifications of the consultant(s) and staff involved in the project?

Beth Heller (Consultant) - Beth is a Master’s graduate of the University of Texas School of Information and holds an MSIS in Library Science and Conservation of Library and Archival Materials, an MA in Behavioral Science, and a BFA in Fine Art from the University of Texas. She was a Mellon Fellow in Conservation of Works of Art on Paper at the Balboa Art Conservation Center in San Diego, with internships at the Pinos y Sarriera Archives, Spain, and The Minnesota Historical Society Paper Conservation Laboratory. She is a Peer-reviewed Professional Associate member of the American Institute for Conservation (AIC), the Western Association for Art Conservation (WAAC), the Colorado-Wyoming Association of Museums (CWAM) and was selected as a “Person To Know” by the Society of American Archivists for the July/August 2011 issue of their monthly publication. In addition to more than 10 years of experience in paper conservation and restoration, Beth served as Preservation Librarian and Director of the American Alpine Club Library for five years.

Michelle Moog-Koussa (Project Director) - Michelle, Bob Moog’s third daughter, was born in 1968, just as Wendy Carlos released her groundbreaking album *Switched-On Bach*, which brought the Moog synthesizer to the forefront of the public consciousness. She holds a Bachelor of Science in Political Science from George Washington University, and she is the founder and Executive Director of the Bob Moog Foundation, a position she has held for the past 16 years. She has grown the Foundation from a grass roots, volunteer-based organization to one that has nationally recognized goals and

accomplishments, a staff of seven, and a worldwide network of supporters. She has been the driving force behind the Foundation's vision to carry Bob Moog's pioneering legacy forward by igniting creativity at the intersection of music, science, history, and innovation.

Among other hallmark projects of the Bob Moog Foundation, Michelle also oversees the preservation of the Bob Moog Foundation Archives, a vast array of historic materials ranging from photos to schematics, from correspondence to prototypes, from desktop notebooks to a vast array of legendary instruments. The Bob Moog Foundation shares the materials with other researchers, research institutions, museums, and with documentary filmmakers, as well as sharing them online through the Bob Moog Foundation website. Michelle is the primary source of knowledge regarding the meaning and use of the artifacts in the collection.

Pursuing her vision that originated in 2007, Michelle stewarded the conceptualization and creation of the Moogseum in May 2019. The Moogseum, located in downtown Asheville, is an interactive facility where the Foundation's educational and historic preservation initiatives converge. Over 14,000 visitors from North Carolina and all over the world have visited since the opening. The facility has also gained national and international press exposure.

Michelle has articles published in *Keyboard Magazine*, *Electronic Musician Magazine*, and *Progression Magazine*. She has written the foreword for *Synthesis*, by acclaimed writer and historian, Mark Vail, and has been featured on numerous video interviews and podcasts as well as presenting a talk at TEDxAsheville in 2017 entitled, *Inspired: The Journey of Discovering my Famous Father*. She is considered an expert on the pioneering legacy of Bob Moog.

Erik Pflaumbaum (Bob Moog Foundation Operations Manager) - Erik has been with the Bob Moog Foundation since the Spring of 2018 acting as the manager of all logistical aspects of the organization. He played a vital role in the creation of the Moogseum, which opened in May 2019 along with managing many of the organizational efforts of the Bob Moog Foundation Archives. Within the archives, Erik has thus far created and managed both physical and digital aspects of the archive including organizing, cataloging, tagging, labeling, and assigning archival numbers, as well as documenting the intake of new items and managing any research requests and restoration. Erik's knowledge of the current archive and archival practices provides an extreme attention to detail that aids in the understanding of the impact of these artifacts that will guide the consultant through the assessment.

Destiney Freeman (Moogseum Associate) - Destiney holds a Bachelor of Science in Anthropology from Western Carolina University, which provides her with a plethora of skills that are transferable to her work at the Bob Moog Foundation. Through this program her focus was on forensic anthropology which provided her with a specific skill set surrounding the process for handling items of antiquity. In addition to her daily duties as a Moogseum Associate, Destiney has been tasked with allotting eight hours per week to archival efforts which include digitizing, photographing, documenting, further organizing artifacts within the collection as well as creating an updated digital space for parts of the collection.

Activity	Sept 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	June 2023	July 2023	Aug 2023	Sept 2023	Oct 2023
Meeting with all personnel to determine immediate timeline for two-day assessment	█													
Purchase needed environmental equipment from <i>Conserv</i> for grant activities	█													
Hire/engage consultant for assessment	█													
Consultant to begin and complete two-day assessment		█												
Full report/survey due from consultant			█											
Meet with consultant to discuss report and go over priorities for the collection			█											
Consultant to provide topical training workshop (following assessment) for conservation and preservation management to all personnel			█											
Quarterly check-in with consultant regarding progress, quality, and assessment. Determine if any additional training is needed. Schedule training if needed. Conduct virtual and/or on-site follow up with consultant to determine challenges, process, and goals			█			█			█			█		
Staff to devise timeline of activities based on consultant recommendation to ensure any needs identified in assessment are addressed				█										
Enact timeline of activities and policies to establish processes and workflows based on consultant recommendations				█	█	█	█	█	█	█	█	█	█	█
Request review and self-reflection narrative from staff on consultation and process				█										
Quarterly evaluation of processes and reflection with Operations Manager, Project Director, and Moogseum Associate				█			█			█				
Seek out new granting opportunities to further improve the preservation of the collection												█		
Full project reflection meeting of year's activities with Executive Director, Operations Manager, Intern, and Grant Administrator												█		
Grant Administrator to submit final report to NEH														█

Beth Heller

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<http://bethhellerconservation.com> (b) (6)
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PROFESSIONAL EXPERIENCE

Beth Heller Conservation LLC, Golden, CO, 2010-Present, Collection Assessment for Preservation Program Assessor, 2017 to present

Independent Conservator and Preservation Consultant Conservation of Archival Documents and Works of Art on Paper
Preservation Assessment, Condition Surveys and Preservation Rehousing/Collection Management for Museums, Archives, Libraries and Private Collections

American Alpine Club Library, Golden, CO, 2006-2012

Library Director, 2010 -2012; Preservation Librarian, 2008-2010; Contract Conservator, 2006-2008 Consultant, to present

- **Connecting to Collections Care Expert Advisor, 2019**
- **IMLS Grant Peer Reviewer: Conservation Project Support, 2009**
- **Carrabba Conservation, Inc., Austin, Texas, 2006-2008 Conservator**
- **Silverpoint Conservation, LLC, Golden, Colorado, 2006-2008 Contract Conservator**
- **Balboa Art Conservation Center (BACC), San Diego, California, 2005-2006**
Andrew W. Mellon Fellow in Paper Conservation
- **Minnesota Historical Society, St. Paul, Minnesota, 2005 Book and Paper Conservation 3rd Year Internship**
- **AMIGOS Library Services, Dallas, Texas, 2005 Adjunct Trainer**
- **Crested Butte Mountain Heritage Museum, Crested Butte, Colorado, 2004-2005 Preservation and Conservation Consultant,**
- **Center for American History, Austin, Texas, 2004, Bailey Film Collection Conservator, Student**
- **Pinos y Sarriera Archives, Vilassar de Dalt, Spain, 2004 Summer Fieldwork**
- **Nettie Lee Benson Latin American Collection, University of Texas, 2003 to 2005 Conservator, Student**
- **Harry Ransom Humanities Research Center, (HRHRC) Paper Laboratory, University of Texas, 2003 Volunteer position**
- **Austin Community College, Riverside Campus Library, June 2002 to January 2003 Circulation Desk Services**
- **Austin Public Library, Wired For Youth Summer Program, June 2002-July 2002**
- **St. Andrews Episcopal School, Austin, TX, January 2002 to May 2002**
- **Adolphus Bookbindery, Austin, TX, October 2001 to June 2002**
- **Hart of Austin Antiquarian Books, Austin, TX, Bookseller, October 2001 to January 2002**
- **Crested Butte Old Rock Community Library, Crested Butte, CO, 2000- 2001**
- **Lucille Lucas Old Print Gallery, Crested Butte, CO, Antiquarian and Modern prints, 2000**
- **Institutional and Private Practice, Psychotherapy, Houston, TX; 1990-98**

EDUCATION

University of Texas at Austin, MSIS, CAS 2005

Advanced Certificate in Conservation, Preservation and Conservation Studies (PCS)

University of Houston-Clear Lake, M.A, 1992 Behavioral Sciences, Family Therapy

University of Texas at Austin, B.F.A., 1985, Fine Arts, Art Education, Texas Teachers Certification

SELECT TEACHING EXPERIENCE, ASSESSMENTS AND PRESENTATIONS

Lafayette Miners Museum, NEH Assessment and Workshop, 2021

Kentucky Geological Survey CAP 2020/21

American Jazz Museum CAP 2020/21

Loveland Museum CAP 2020/21

Oz Museum CAP 2020/21

Redcliffe Plantation, South Carolina State Parks CAP, 2020

Willa Cather Foundation CAP 2020

Crested Butte Mountain Heritage Museum CAP, 2019

City of Golden History Museum CAP, 2019

Beth Heller

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Denver Botanic Gardens Collections Move workshop, 2019
University of Central Oklahoma, Melton Legacy Collection, Edmond, OK, NEH Assessment, 2018
Lorain Historical Society, Lorain, Ohio, CAP Assessment, 2018
Denver Botanic Gardens Collections Move workshop, 2019
Missoula Art Museum MAM CARES survey development and preservation workshop, 2018
Denver Botanic Gardens, Colorado, NEH Grant, 2018
Hayden Heritage Center, Colorado, CAP Assessment, 2017
Guest Lecturer, University of Colorado, Boulder, Examination of Baroque Drawings, 2016, 2017, 2019
Guest Lecturer, University of Denver, Introduction to Conservation, Paper Conservation and Paper History, 2014, 2016
Internship Supervisor, University of Denver Undergraduate pre-conservation Program, Beth Heller Conservation LLC, 2015
Internship Supervisor, University of Denver Library and Archives, American Alpine Club Library, 2011-12
Guest Lecturer with on-site class visits to American Alpine Club Library: UC-Boulder Film Studies program, DU Geography program, DU Library and Archives program, 2009- 2012, each semester
Guest Lecturer, "In-painting for Paper Conservation", Kilgarlin Center, University of Texas, 2006-2008
Conservation Panel, "Surface Cleaning of Paper", Texas Association of Museums 2007
AMIGOS Library Services, Preservation and Book Repair Courses, 2005

PROFESSIONAL AFFILIATIONS

The American Institute for Conservation of Historic and Artistic Works (AIC), Professional Associate
American Alliance for Museums (AAM), Collection Stewardship Committee (CSAAM)
Society of Rocky Mountain Archivists (SRMA)
Southeastern Conservation Association (SERCA)
Society for the Preservation of Natural History Collections (SPNHC)

PROFESSIONAL DEVELOPMENT AND HONORS

2021 Digital Transitions Fall Roundtable, Virtual
2020 AIC Annual Meeting, Virtual
2019 Use of gels and chelators, Denver
2018 AIC Annual Meeting, Houston
2017 Cleaning and Conductivity of works on paper, AIC Workshop, Amon Carter Museum
2017 CAP Assessor Training, Online Webinar, FAIC
2017 Antiquities and Art Crime, Online Course, University of Glasgow, Scottish Center for Crime and Justice Research
2016 VoCA (Voices in Contemporary Art) Artist Interview Workshop, Denver Art Museum
2016 AIC Workshop on Pre-coated Repair Tissues, Sarah Reidell, Amon Carter Museum, Fort Worth
2015 Workshop on Care & Identification of Architectural Drawings & Photo-Reproductions, Lois Price, University of Utah
2014 Workshop on Photograph Conservation, Gawain Weaver, Duke University
2014 AIC Annual Meeting, San Francisco
2014 AIC Annual Meeting Workshop on Essentials of Inpainting, James Bernstein, San Francisco
2012 Connecting to Collections Webinar: Hurricane Sandy Collections Recovery 2012 Connecting to Collections Webinar: Selecting a Conservator
2011 Society of American Archivists July/August Archives Next: People You Should Know 2010 Museums and the Web: the international conference for culture and heritage on- line (Extensis Scholarship Award)
2010 IMLS Connecting To Collections, Denver
2010 BCR Fragile Imaging: Lantern Slides, Glass Plate Negatives and Daguerreotypes 2009 ALA Mid-Winter Workshop, Starting a Library Foundation
2009 BCR, Metadata usability testing project
2008 AIC Angels Project, Project Coordinator, American Alpine Club Library 2008 AIC Conference, Denver
2008 Connecting to Collections, Denver
2007 "The Use of Bleaching Treatments in Paper Conservation" AIC workshop 2006 AIC Conference, Providence
2005 AIC Conference, Minneapolis, 2005 AIC Angels Project, Clearwater County Historical Society, Minnesota

Michelle Moog-Koussa

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Profile: Community leader and collaborator impassioned by educating and inspiring people through music and science who excels at engaging people in the broader cultural meaning and importance of Bob Moog's pioneering life, work, and legacy.

Experience:

- **Executive Director, Bob Moog Foundation (2007-present)**
 - Guided organization from private community fund to 501 (c)(3) non-profit
 - Oversaw growth of Dr. Bob's Soundschool from volunteer initiative to standardized 10-week experiential curriculum serving 3,000+ students per year in three school districts in Western North Carolina. Over 20,000 students have been inspired by this program to date.
 - Oversaw creation of Dr. Bob's Sonic Workshop, a one-day science of sound experience for schools and community programs
 - Directed production of seven hours of educational video, "Foundations of Synthesis", on Macprovideo.com
 - Provided Dr. Bob's Interactive Sonic Experience to festivals throughout the southeast including Big Ears, Moogfest, Mountain Oasis, Southern Conference Basketball Championship, Bele Chere and more.
 - Expanded volunteer corps to 160
 - Grew staff from one to eight employees
 - Oversaw preservation of Bob Moog Foundation Archives including:
 - Procurement of archival storage and materials
 - Organization and cataloging of 10,000 artifacts, both physical and digital
 - Archival cleaning process of 500 schematics in collaboration with NC Department of Cultural Resources
 - Technical restoration of ten vintage synthesizers
 - Preparation of artifacts shared in the Moogseum and online
 - Collaborated with Museum of Making Music for nine month "Legacy of Moog" exhibit (August 2009 – April 2010)
 - Coordinated two preservation grants from GRAMMY Foundation (2009/2010)
 - Partnered with The History Center of Thompkins County to create "Switched-On: The Birth of the Moog Synthesizer" exhibit (May 2014-May 2015)
 - Created Moogseum May 2019
- Owner, Amoré (1999-2007)
 - Created, owned, and managed artful gift boutique with five employees
 - Doubled sales in 6 years
- Receptionist and Paralegal, Bagwell & Adkins, P.A. (1990-1993)
 - Assisted senior law partner Philip Adkins in personal injury and worker's compensation lawsuits

Event Participation:

- 2010, 2011, 2012 Moogfests: Panelist, moderator, exhibit curator, panel curator
- 2009: Historical consultant, "Legacy of Moog" exhibit at Museum of Making Music
- 2014: Historical consultant: "Switched-On" exhibit at History Center of Thompkins County
- 2016 to present: Co-Producer, *Electronic Voyager* documentary about Bob Moog
- 2017: TedX Presenter, *Inspired: The Journey of Discovering My Famous Father*
- 2018, 2019, 2020: Panel Presenter, TEC Talk Presentations
- 2019 Lead Organizer, Moogmentum, three-day festival celebrating the grand opening of the Moogseum
- 2020: Award Recipient: NAMM Believe In Music Award
- 2021 Producer, *Moogmentum*, by Lisa Bella Donna

Education: George Washington University, BS Political Science, 1990.

Erik Pflaumbaum

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DIRECTOR OF OPERATIONS | PROJECT MANAGER

Strategic Planning / Systems Administrator / Budgeting and Forecasting / Program Management / Process Improvement / Staff Training and Development / Time Management Prioritization / Event Promotion Client and Employee Engagement / Cross-functional Leadership and Collaboration / Problem Resolution

QUALIFICATIONS

Highly committed, experienced and pro-active professional offering hands-on administrative and operational management experience with focus on business development. Adept at ensuring compliance with established company policies and guidelines as providing recommendations on best practices and anticipating client-specific needs. Seeking a challenging position within office administration or operational support with the potential of furthering career development. Equipped with well-honed communication for establishing positive and personal relationships with diverse individuals.

PROFESSIONAL EXPERIENCE

BOB MOOG FOUNDATION, Asheville, NC

Operations/ Project Manager

Apr 2018- current

- Management of major projects that focus on mission-driven initiatives, generate publicity, and increase donations, to include archival matters, DBSS curriculum and camp, the Moogseum, and bi-annual raffles
- Create and maintain all online systems, including, but not limited to Shopify (online store), Square (Moogseum PoS), Flipcause (donation and registration portal), including processing all online sales orders
- Procurement of merchandise and management of inventory for Moogseum and online store; provide reports to Executive Director and Bookkeeper regarding online sales
- **Assist in general operations, such as setting up HR functions, employee systems and best practices, project budgeting, event management, permitting and other compliance items**

CAROL L. KING & ASSOCIATES, P.A., Asheville, NC

Partner/ Director of Operations

Sep 2011 - Aug 2017

- Provided hands-on oversight and support of project and systems operations on a daily basis
- Established active involvement in all areas of business, such as client support, marketing, hiring, staff training, WIP, lead IT infrastructure supervision and financial report presentations
- Maintained monthly billing, daily cash flow projections, data analysis, business compliance and budget forecasting, including monthly adjustments due to reaching production goals
- Managed processes for all HR functions, such as staff benefits, health, dental and disability insurance, ACA compliance, employee hires and reviews, HSA/FSA account management, 401K and vendor correspondence.
- Developed and led team in weekly team meetings, including project planning, research, problem solving & post-project debriefing to meet compliance deadlines and ensure professional communication
- Worked with marketing to analyze web and business data for sales initiatives, presentations, and community outreach
- Administered CFO duties for various tax and wealth management clients, which involved back office and facilities operations set-up and support
- **Increased gross profit annually by average of 15% over 6 year period while decreasing receivables by 80%**

Office Manager

Feb 2009 - Sep 2011

- Supervised office & compliance procedures, including creation of employee handbook
- Managed all bill payments and ensure vendors are paid in a timely manner
- Organized and led weekly staff meetings, including staff education seminars and training

- Cultivated vendor relationships and contracts and served as business liaison
- **Initiated the implantations of new systems, which resulted in expenses decrease and boost to company sales**

COMMUNITY MEDIA LLC, New York, NY

Subscription, Distribution and Circulation Manager

Apr 2007- May 2008

- Assumed accountability for 800 retail and street box locations for all five weekly publications
- Established and enacted new programs to increase readership and subscription base
- Maintained & updated subscriber & telemarketer data base
- Contributing writer to all five publications as well as notary public

ADDITIONAL EXPERIENCE

A&M Thermometer Corp., **Production/Warehouse Manager**, 1990-1997

CPU Corp., **Warehouse Manager**, 1997-1999

Film/Commercial Production, 1999-2007

Delta Promotions, **Event Liaison Manager**, 2003-2007

Culture Sonar, **Contributing Writer**, 2017-2019

Hidden River Events, **Wedding DJ**, 2018

The WestCoast Breeze, **Event DJ**, 2015-current

TECHNICAL SKILLS

PC/Mac/ QuickBooks / Microsoft Office 365 Business / Adobe Acrobat / Virtual DJ
Virtual Computing / Monday.com / Bill.com / Sage TimeSlips / Little Greenlight/ Voice Over & Film Editing

EDUCATION

Mars Hill College / UNC Asheville / AB Tech – Business & Computer Technology

PROFESSIONAL DEVELOPMENT

Ken Blanchard Leadership Training - 2014-2015

Association for Accounting Administration Practice Management, Certified License- 2015

The 7 Habits of Highly Effective People Training - 2015

Strategic Coach Entrepreneurial Training - 2016-2017

ACTIVITIES

On Air DJ-103.3 Asheville FM, 2009-current

Board of Directors, President – 103.3 Asheville FM, 2011-2016

Executive Director of Publicity & Promotions – 103.3 Asheville FM, 2010-2011

Events Committee, Asheville Downtown Association - 2014-2016

Board of Directors - 103.3 Asheville FM, 2020-current

DESTINEY C. FREEMAN

PROFILE

Museum assistant fulltime. Graduate from Western Carolina University. Friendly and warm. Skilled at resolving conflict and unforeseen problems. Attentive to any requests from employer, staff, or guests. Multitasker, problem solver can handle anything requested. Excellent work record and essential to daily and long-term goals. Meeting all deadlines. Can complete any task with passion and drive for completing the goal of the employer. Confident decision maker. Knowledge of a variety of cultural histories and practices. Currently residing in Asheville, North Carolina.

CONTACT

PHONE:

(b) (6)

LINKEDIN:

<https://www.linkedin.com/in/destiney-freeman-026491128/>

EMAIL:

(b) (6)

destiney@moogfoundation.org

ACTIVITIES AND INTERESTS

Painting
Hiking
Long Boarding
Sculpture
3D Printing
Studying Current Anthropological and Archaeological Events
Archival

WORK EXPERIENCE

Museum Assistant

Moogseum: A Project of the Bob Moog Foundation

2021–Present

Assisting guests. Tracking inventory. Selling tickets to Moogseum as well as merchandise. Shipping for online orders. Prepping for events. Assisting all other Moogseum staff. Conducting research. Providing information to guests both inside and outside of the Moogseum. Project management and planning. Collaborating on projects with other members of the BMF. Creating a digital archive space for the BMF archives including instruments, schematics, and other delicate items. Cataloging, photographing and/or documenting items.

Store Manager

Lola's Accessories LLC

2018–2021

Supervising staff. Improving staff performance through training, attention to detail and flexible problem-solving methods. Resolving conflicts in a professional and respectful manner. Overseeing retail inventory and ordering business supplies. Responsible for scheduling, placing orders, forging business connections, product/ market research. Admin tasks as needed including delivering inventory, working at other locations, working overtime to complete group tasks, physical labor for company as requested, doing whatever it takes to complete assigned tasks in a timely and ethical manner.

EDUCATION

Western Carolina University

August 2015 – December 2020

Bachelor of Science in Anthropology with a minor in Artistic Studies. Concentration in Forensic Anthropology, experience in Environmental Anthropology and Bioarcheology. Studied artifact allocation and affairs between museum cultures and native cultures. Studied archival including ethical and conscientious practices and methods. Spent three additional years studying Mechanical Engineering.

KEY SKILLS AND CHARACTERISTICS

- Inventory Management
- Organization
- Friendly, respectful, and service oriented
- Cool under stress and deadlines.
- Cultural Research
- Recruiting and Hiring staff and forging business connections
- Overseeing large teams
- Exceptional written and verbal communication
- Dedication to any task assigned
- Project Management

Beth Heller Conservation LLC

(b) (6)

<http://bethhellerconservation.com> (b) (6)

January 12, 2022

Edie Weichert
Development Manager
Bob Moog Foundation
56 Broadway St.
Asheville, NC 28801

RE: Letter of Commitment, NEH PAG 2022

Dear Ms. Weichert,

This letter serves as the commitment of Beth Heller Conservation LLC to provide consultation services to the Bob Moog Foundation under the terms set forth in your 2022 NEH Preservation Assistance Grant application.

I am the sole owner and operator of Beth Heller Conservation LLC, a fully-insured LLC registered in the State of North Carolina and located in Western North Carolina. I am a Professional Associate of the American Institute for Conservation and an approved FAIC Collections Assessor with a specialization in paper conservation and in preservation consulting, along with direct experience as Director of a small special library/archive and museum. I have provided consultant services to other organizations for NEH PAG grants.

Upon award of the grant, I will conduct a 2-day site visit to assess general collections needs, including potential conservation and preservation concerns, collection storage conditions, intellectual and physical access, and collection management policies and procedures. Meetings with key stakeholders will be scheduled during the on-site visit or virtually as circumstance requires. Completion of the project will include a full-day workshop derived from the assessment findings, as well as a written report and 1-year follow-up, as well as occasional email and phone follow-up to advise on next steps resulting from the report recommendation. I will continue to provide additional support as needed.

In addition to my services, I recommend that the Bob Moog Foundation include funds in the grant proposal to purchase a starter kit for environmental monitoring of the storage environment. These historic electronics may be vulnerable to corrosion of metals, embrittlement of plastics, and sticky deterioration of foam paddings that could be slowed or prevented by maintaining a cool, dry environment in the midst of Asheville's temperate rainforest ecosystem. Monitoring conditions is the first step towards stabilization.

Professional fees of \$4750 for the site visit and report, \$950 for the workshop. There will be no reimbursable costs for meals and travel because of the short distance between BHC LLC and the Bob Moog Foundation collections.

I am pleased to support the long-term preservation of the unique and significant music and electronic instrumentation history collections.

Beth Heller Conservation LLC

(b) (6)

<http://bethhellerconservation.com> (b) (6)

Sincerely,

Beth Heller

Workshop Description

Per the letter of intent, the consultant, Beth Heller will lead a one day workshop that will be informed by the pieces in the collection to ensure appropriate use of time in the workshop. The general theme of the workshop will be to better understand how to care, conserve, and preserve the physical items in the collection.

The morning of the workshop will consist of a one to two hour session on the ten agents of deterioration using specific examples from the collection.

The afternoon will consist of a review of the report, and a brainstorming session on challenges and opportunities for change inclusive of ways to implement or enact that change. This part of the workshop will inform and contribute to the timeline of activities that staff will develop to improve processes.

Much of the workshop activities will depend upon the assessment and general condition of the collection, and the organization will rely on the consultant to make the appropriate recommendations regarding the flow and content of the workshop.

Supporting Document 1: Helpful Links

- Bob Moog Foundation Website: <https://moogfoundation.org/>
- Bob Moog Foundation Archives: <https://moogfoundation.org/projects/bob-moog-foundation-archives/>
- Moogseum Website: <https://moogseum.org/>
- Google Arts & Culture Exhibits: https://artsandculture.google.com/story/1wXBjHt_6YypuA?hl=en
- *Conserv* Environmental Monitoring Website: <https://conserv.io/>
- Bob Moog Foundation Facebook Page: <https://www.facebook.com/BobMoogFoundation/>
- Bob Moog Foundation Instagram Page: <https://www.instagram.com/bobmoogfoundation/?hl=en>
- Beth Heller Consultant Website: <https://bethhellerconservation.com/>

Supporting Document 2: References

- Asheville Area Arts Council. (2019). Creative jobs pre-pandemic assessment. Retrieved from: <https://drive.google.com/file/d/1AcqOwMROY6mXsNUpFowaj1xRiFOhoXJx/view>
- Baker, S. (2016). Do-it-yourself institutions of popular music heritage: the preservation of music's material past in community archives, museums and halls of fame. *Archives & Records*, 37(2), 170–187. <https://doi-org.libdata.lib.ua.edu/10.1080/23257962.2015.1106933>
- Bob Moog Electronic Sound Studio. (2021). University of North Carolina - Asheville. Retrieved from: <https://music.unca.edu/meet-us/bob-moog-electronic-music-studio/>
- Ham, F.G. (1975). The archival edge. *American Archivist*. (1) 5-13.
- Long, P., Baker, S., Istvandy, L., & Collins, J. (2017). A labour of love: the affective archives of popular music culture. *Archives & Records*, 38(1), 61–79. <https://doi-org.libdata.lib.ua.edu/10.1080/23257962.2017.1282347>
- National Center for Education Statistics (2020). College Navigator: University of North Carolina-Asheville. Retrieved from: <https://nces.ed.gov/collegenavigator/?id=199111#enrolmt>

RESEARCH & RELATED BUDGET - Budget Period 1

OMB Number: 4040-0001
Expiration Date: 12/31/2022

ORGANIZATIONAL DUNS: **Enter name of Organization:**

Budget Type: Project Subaward/Consortium **Budget Period: 1** **Start Date:** **End Date:**

A. Senior/Key Person

Prefix	First	Middle	Last	Suffix	Base Salary (\$)	Months			Requested Salary (\$)	Fringe Benefits (\$)	Funds Requested (\$)
						Cal.	Acad.	Sum.			
Ms.	Michelle		Moog-Koussa						0.00	0.00	0.00

Project Role:

Additional Senior Key Persons: **Total Funds requested for all Senior Key Persons in the attached file**
Total Senior/Key Person

B. Other Personnel

Number of Personnel	Project Role	Months			Requested Salary (\$)	Fringe Benefits (\$)	Funds Requested (\$)	
		Cal.	Acad.	Sum.				
<input type="text"/>	Post Doctoral Associates	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	Graduate Students	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	Undergraduate Students	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	Secretarial/Clerical	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	Total Number Other Personnel						Total Other Personnel	<input type="text"/>
							Total Salary, Wages and Fringe Benefits (A+B)	<input type="text" value="0.00"/>

C. Equipment Description

List items and dollar amount for each item exceeding \$5,000

Equipment item	Funds Requested (\$)
"Conserv" Environmental Equipment and Monitoring Starter Kit	500.00

Additional Equipment:

Total funds requested for all equipment listed in the attached file
Total Equipment

D. Travel**Funds Requested (\$)**

1. Domestic Travel Costs (Incl. Canada, Mexico and U.S. Possessions)	
2. Foreign Travel Costs	
Total Travel Cost	

E. Participant/Trainee Support Costs**Funds Requested (\$)**

1. Tuition/Fees/Health Insurance	
2. Stipends	
3. Travel	
4. Subsistence	
5. Other <input type="text"/>	
<input type="text"/> Number of Participants/Trainees	Total Participant/Trainee Support Costs

F. Other Direct Costs**Funds Requested (\$)**

1. Materials and Supplies	
2. Publication Costs	
3. Consultant Services	5,700.00
4. ADP/Computer Services	
5. Subawards/Consortium/Contractual Costs	
6. Equipment or Facility Rental/User Fees	
7. Alterations and Renovations	
8. <input type="text"/>	
9. <input type="text"/>	
10. <input type="text"/>	
Total Other Direct Costs	5,700.00

G. Direct Costs**Funds Requested (\$)****Total Direct Costs (A thru F)** 6,200.00**H. Indirect Costs**

Indirect Cost Type	Indirect Cost Rate (%)	Indirect Cost Base (\$)	Funds Requested (\$)
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total Indirect Costs			<input type="text"/>

Cognizant Federal Agency
 (Agency Name, POC Name, and
 POC Phone Number)

I. Total Direct and Indirect Costs**Funds Requested (\$)****Total Direct and Indirect Institutional Costs (G + H)** 6,200.00**J. Fee****Funds Requested (\$)****K. Total Costs and Fee****Funds Requested (\$)****Total Costs and Fee (I + J)** 6,200.00**L. Budget Justification**

(Only attach one file.)

RESEARCH & RELATED BUDGET - Cumulative Budget

		Totals (\$)
Section A, Senior/Key Person		0.00
Section B, Other Personnel		
Total Number Other Personnel		
Total Salary, Wages and Fringe Benefits (A+B)		0.00
Section C, Equipment		500.00
Section D, Travel		
1. Domestic		
2. Foreign		
Section E, Participant/Trainee Support Costs		
1. Tuition/Fees/Health Insurance		
2. Stipends		
3. Travel		
4. Subsistence		
5. Other		
6. Number of Participants/Trainees		
Section F, Other Direct Costs		5,700.00
1. Materials and Supplies		
2. Publication Costs		
3. Consultant Services	5,700.00	
4. ADP/Computer Services		
5. Subawards/Consortium/Contractual Costs		
6. Equipment or Facility Rental/User Fees		
7. Alterations and Renovations		
8. Other 1		
9. Other 2		
10. Other 3		
Section G, Direct Costs (A thru F)		6,200.00
Section H, Indirect Costs		
Section I, Total Direct and Indirect Costs (G + H)		6,200.00
Section J, Fee		
Section K, Total Costs and Fee (I + J)		6,200.00

Budget Justification

Consultant

The Bob Moog Foundation is engaging Beth Heller, a Beth Heller, a peer-reviewed professional associate of the American Institute for Conservation (AIC) and a collections assessor for the Collections Assessment for Preservation (CAP) program to conduct a general assessment/survey of the Bob Moog Foundation Archives. The assessment includes:

- Two-day site assessment
- Completion of a written report following site assessment
- Meetings with staff through assessment process
- One year follow up (phone, email, in-person or virtual)
- One day (eight hour) workshop for staff
- Additional support as needed

The fee breakdown is as follows*:

- Beth Heller consulting fee: \$950.00/day
- Time requested to complete on site and written assessment: Five days
- Workshop fee: \$950.00

Total cost of consultant and education workshop: \$5,700.00

Environmental Monitoring

Per the current recommendation of the consultant, Beth Heller, the Bob Moog Foundation intends to purchase *Conserv Wireless Environmental Monitoring*. ** The consultant noted she has experience with this specific service and would be able to include direction and training on use throughout the assessment process.

Conserv Starter Kit includes:

- Two wireless sensors, One gateway
- Three year subscription to *Conserv Cloud* (monitoring service)
- 60 day return policy, free shipping.
- Onboarding with a conservator

Total cost of kit: **\$500.00 - one time fee**

TOTAL FUNDING REQUEST: \$6,200.00

*See below letter of intent from Beth Heller with cost quote

**See link to *Conserv* website if needed in "Other.pdf" helpful links document

January 12, 2022

Edie Weichert
Development Manager
Bob Moog Foundation
56 Broadway St.
Asheville, NC 28801

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I am pleased to support the long-term preservation of the unique and significant music and electronic instrumentation history collections.

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Sincerely,

Beth Heller