

(Heisey News Article November 2011)

### Cochran Challenge Update

As I spent time in the museum during the recent Percy Moore Memorial Weekend and Fall Select Auction, I began to appreciate the foresight and dedication of the twenty collectors who founded the Heisey Collectors of America, Inc. (HCA) in Newark on October 15, 1971. I wondered if they knew what a truly magnificent museum they would build. What particularly struck me was how I felt I could connect with what they were trying to accomplish, sharing the history and educating future generations to come about Heisey glass. I thought about Gordon and Darlene Cochran who share that same dedication and want to help secure the future of the National Heisey Glass Museum for future generations to come. They have challenged all of us to share what these twenty founding members started forty years ago with their generous \$250,000 *National Heisey Glass Museum Endowment Matching Funds Challenge*.

So how are we doing? We are now into the seven month of *The Gordon and Darlene Cochran National Heisey Glass Museum Endowment Matching Funds Challenge*. Will we reach our goal of raising \$250,000 dollars (plus the dollar for dollar match from the Cochrans) for the National Heisey Glass Museum Endowment Fund? As of September 30, we have raised close to \$60,000 (\$58,727.91 to be exact). We have received 200 individual donations to date for an average donation of approximately \$295.00. While these are impressive numbers for sure, we still have a lot of work to do. Let's all do our part!

In the spring, when the Cochran's made their challenge to the HCA Board of Directors, I asked board members to respond in fifty words or less why someone should give to this challenge. Ginny Marsh, a board member and one of the founding members of Heisey Collectors of America made this remark, "My quick comments for why everyone should help to meet the challenge are that the economics couldn't be better for HCA than the Cochran's offer. Every other glass club would beg for an offer like Gordon and Darlene Cochran have made to us. Also, meeting this challenge will teach us to march forward like the membership did in years past when we moved the King House and started the museum and then built the addition which was paid for when the doors opened. So we know how to meet challenges!! LET'S MARCH FORWARD!!" Another HCA Board Member, Sid Edwards, replied, "One of the great joys of Heisey Life has been getting to know the founders and early members of HCA. The Cochran Endowment Challenge will build on their foundation and make HCA greater than we ever dreamed possible."