

The background is a light yellow color. In the top right corner, there are several small, stylized yellow hearts of varying sizes. In the center-right, there is a large, detailed illustration of a Hershey's Kisses chocolate, which is heart-shaped and has the word 'HERSHEY'S' embossed on its surface. The text 'the heart warming project™' is written in a dark brown, serif font. 'the' is in a smaller size than 'heart', which is the largest word. 'warming' is also large, and 'project' is smaller and has a trademark symbol. The word 'heart' is partially overlapped by the Hershey's Kisses chocolate.

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To PRESERVE, Promote, and Interpret

Welcome,

Tonight, for the first time, we are hosting our Preservation Gala in our museum, an adaptive reuse barn. Pinehurst No. 35, a relic of the former Hershey Industrial School dairy program and a vestige of that fading past, is a tangible space which demonstrates our mission at its purest.

Our mission has endured for over 31 years, and has paid tribute to 56 properties of merit, which inherently signify that mission.

The annual Preservation Gala is our Town's signature event recognizing and celebrating the dynamic history and preservation of our community's heritage. This is our most significant fundraiser, an event that articulates message and mission, focused on a theme from our collections.

Our enduring efforts are present in our barn. Our mission is carried out with those partners and participants who join us in celebrating the retention of the community's architectural legacies and cultural heritage. This year, the Gala purposefully joins the concept of preservation with our first annual heritage celebration, La Festa Italiana.

To all our supporters and volunteers, we say Salut!

Nikki Soliday
Executive Director

A special note of thanks to our Preservation Chair and Vice President, Vicki Caloiero, and Board Member and Volunteer Curator (and Jane of all trades), Susan Mittan. This could not happen without you and all our volunteers. Grazie!

PROGRAM

Auction Opens

5:00 p.m.

Gala First Seating

5:00 p.m.

Tarantella & Award Presentation

6:30 p.m.

Live Auction

7:00 p.m.

Gala Second Seating

7:15 p.m.

Auction Closes

8:00 p.m.



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ATTRACTION IN
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2023 HERSHEY PRESERVATION AWARD RECIPIENTS

Stone Walls

These charming little crenellated walls can be found throughout the Hershey area and beyond. It has been said that they were the work of Italian stone masons who immigrated to our community over 100 years ago. They can be found encircling Milton Hershey's mansion,



ZooAmerica, and our own Hershey History Center. What makes them unique is the row of vertical stones atop the horizontal wall. The reasoning has been thought to be to prevent people from sitting on them. Growing up in Hershey, you know that's true, because if as a child, you ever tried to walk on them let alone sit on them it was impossible without bodily injury!

With research, we found these walls can be found in other communities with a large Italian immigrant population. Some examples are Clifton, New Jersey and Chestnut Hill, Pennsylvania. Preservation Chair, Vicki Caloiero, had an interesting discovery while visiting Ireland, noting the same walls are surrounding a castle in Connemara. She asked a local if he knew why they were constructed in this fashion. He replied that it takes much less stone to build a vertical layer than horizontal layers to reach the same height, and felt it was pure economics. You should drive around town and see how many you can find; we counted over 30. Better hurry, they are disappearing, so let's try to protect them.

501 West Governor Road Brownstone Real Estate

In 2021, Brownstone Real Estate Co. relocated their office to 501 West Governor Road. The 1936 property was built as a Milton Hershey School student home known as Rolling Green. Originally, it was a dairy farm as evident by



its adjacent original barn. Brownstone Real Estate is its third occupant; the Antique Automobile Club of America occupied the building from the 1970's until 2020.

President and owner of Brownstone, Scott Campbell, and his brother-in-law partner, Todd Lechleitner, tried to preserve as much of the historical integrity as possible. This property is an excellent example of Adaptive Reuse. Here's hoping their example will inspire others to do the same.

2023 HERSHEY PRESERVATION AWARD RECIPIENTS

450 East Chocolate Avenue Spring Creek Golf Club- house

Established in 1930, it was the first course in the country created for children and women. The log cabin style clubhouse still has two notable, large limestone fireplaces at each end of a spacious common room. Locker rooms for boys and women were in the rear of the building. The front and sides of the building were covered porches with timber railings. Eventually, two apartments were added behind the locker rooms. This building and a counterpart on the west end of Hershey were used as day school facilities for the community. Each of these facilities had a large circular concrete wading pool with a center fountain and a playground for the children enrolled in the day schools. The building still stands today as a testament to Milton Hershey's desire to create amenities for all residents, not only the manufacturing employees, creating an exceptionally beautiful place to live and work for the residents of his town.



Bowling Alley Hill & ZooAmerica Entry Building

The stretch of road from Chocolate Avenue north on Park Avenue is one of the oldest roads in the town we know as Hershey. The road was known to locals as Bowling Alley Hill because of the bowling alley located at the bottom of the hill. The first Hershey laundry building was also located on this hill, and became the entry to the Zoo. Established in 1910, the Zoo's growth and development followed the fortunes of the Hershey Chocolate Company. In prosperous years, there was money for expansion and new attractions. The former laundry building was renovated, and cages were added for larger animals, including lions and a new leopard. Another facility, a greenhouse, was designated to be repurposed as a new monkey house. That same year, advertisements proclaimed that Hershey Zoo was, "the largest free private zoo in PA". The original building now serving as a retail and office space, perched along the hillside, remains one of the oldest Hershey buildings still standing.



2023 HERSHEY PRESERVATION AWARD RECIPIENTS

271 East Granada Avenue Timothy Shew and Jane Brockman

Built in 1950 by the Black Family, this colonial style / brick cape cod is meticulously maintained by its current owners, Tim Shew and Jane Brockman. This all-brick example of a 1950's cape cod design variation demonstrates "right-sizing," a post WWII effort, when homes were built to accommodate the evolving smaller American family, with intent to create more moderate residences. Tim and Jane have made deliberate effort to maintain the architectural design and character of the original house, a commendable and distinct occurrence on our rapidly changing streetscapes.



313 Park Avenue Sponaugle House

The house at 313 Park Avenue was built in 1810, by I.A. Landis and purchased by Milton Hershey in 1903.

In many communities like Hershey, locals often attach a name to a house that for a significant period of time was inhabited by a single family. Such is the case with the Sponaugle House.

Born in Franklin, West Virginia, Robert Stearl Sponaugle would, like so many others, come to Hershey for employment at the Hershey Chocolate factory. Company records show that he began his employment there in 1929 at the age of 20, working in the paper box department for over 45 years.

According to a Sponaugle family member who lived in the house, they rented it from Hershey Estates. Stearl, who died in 1981, and his wife, Elva L. Miller Sponaugle, had three daughters.



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Pleased to celebrate preservation awareness of my childhood home, 2023 Preservation Award Recipient Spring Creek Clubhouse. Celebrating its history as the former Juvenile Course, the first course in US exclusively for children and also an early day-school.
Susan Mittan HHC Volunteer & Board Member



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Many Thanks

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Mariella Amato, Mangia, Mangia
James Pronio, Pronio's Market
Mike Pronio, Pronio's Market,
(and for being himself)
Lorna Pronio Thomas

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Joe Caliva

SPECIAL THANKS TO

Dan Strawhecker,
Hershey Entertainment & Resorts

SPECIAL THANKS TO OUR 2023 AWARDS COMMITTEE

Sue Bucks
Vicki Caloiero
Katie Gavazzi
Susan Mittan
Ann Reigle
Lou Verdelli

SPECIAL THANKS TO LOVE AUCTION DONOR

Vicki Caloiero

SPECIAL SHOUT OUT TO OUR STAFF:

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Tarantella Dancers

Frank & Rosemary Battista
Vicki Caloiero
Claudia Cappelli
Robert DeAngelis
Thomas DeAngelis
Annmarie Garganes Durnin
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