I shall be telling this with a sigh somewhere ages and ages hence:
Two roads diverged in a wood, and I — I took the one less traveled by,
and that has made all the difference.

Robert Frost

Hickory Trail, Petersburg National Battlefield.
Photo NPS

Annual Report 2023

CWRT CONGRESS

www.cwrtcongress.org
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2
Message from the President

Friends,

2023 was much like walking out of the darkness into the light. After three dismal years of CWRTs not being able to meet in person and the fear engendered by the pandemic, we were able to hold a conference. And, what a conference it was!

We met in three separate venues, (Seminary Ridge Museum & Education Center, the Adams County Historical Society, and the Visitors Center at the Gettysburg National Military Park), had some wonderful discussions on topics near and dear to Round Table leaders, and had a chance to network with new and old friends. By all measures, it was a total success. We are eternally grateful to Wayne Motts, President Emeritus and Historian at the Gettysburg Foundation, for spearheading the effort and to the Gettysburg CWRT for hosting us.

Organizationally, we saw some old friends leave and new friends arrive. Rich Jankowski, who for several years led our ambassador program, resigned. We thank him for his loyal service.

We also greeted Steve Rauschkolb and Craig Apperson as new directors. Steve comes to us with marketing and organization development skills that are taking us to a new level. Craig, as a psychologist, is focused on serving CWRT leaders and their challenges.

Our activities in 2023 included:

• Recognized the first two Round Tables to complete the Sustainability Challenge – Old Baldy CWRT and Scottsdale CWRT.

• For the first time, we sought sponsors for our annual report and program booklet. Sponsors included the Pasadena CWRT, the Civil War Institute (Gettysburg College), Author/Historian Terry C. Pierce, Seminary Ridge Museum & Education Center, Gettysburg Beyond the Battle Museum, Military Images magazine, General Grant By Himself (Dr. E. C. Fields, Jr.), James Knights Books, Society for Women and the Civil War, Gettysburg Foundation, and Kent State University Press.

• Recognized the Bull Run CWRT with the Wallace L. Rueckel Innovation Award and the Scottsdale CWRT for the Matthew Borowick Marketing Award.
Message From the President, continued

• We attained two of our strategic goals for 2023 which were to raise $3,000 during the Giving Tuesday campaign and host 75 paid guests at the Sustainability Conference. We received $3,200 and hosted 90 paid guests.

• We initiated the following as part of our marketing plan:
  ◊ A printed conference program,
  ◊ Had CWRT Congress coins struck, and
  ◊ Had custom “Thank You” pins made and distributed to our 2023 Giving Tuesday donors.

In all, it was quite a year. Of course, we have begun planning two one-day Sustainability Workshops for 2024. The first will be at Shenandoah University and hosted by the McCormack Civil War Institute on July 27th. The second will be at the Indiana War Memorial and hosted by the Indiana CWRT on August 17th. Jonathan Noyalas and Steve Magnusen are our organizational partners for those events.

Thank you to all of our supporters. We rely on you to tell us about your needs, your challenges, and hopes for your CWRT.

Mike Movius, President

CWRT Congress
Mission and Vision

Our Mission
To inspire Civil War Round Table leaders to adapt, adopt, and maintain strategies.

Our Vision
CWRTs are flourishing in meaningful partnerships with community organizations and are attractive to the next generation of members.

Our Strategic Goals

<table>
<thead>
<tr>
<th>STRATEGIC GOALS</th>
<th>GOAL PURPOSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. To continue to identify and connect with Civil War Round Tables and their leaders.</td>
<td>Grow, expand, and scale or increase access to existing Congress programs and services.</td>
</tr>
<tr>
<td>2. To encourage and develop a network of Civil War Round Tables that share proven practices.</td>
<td>Focus on core programs to achieve mission and scale-back on programs not seen as core.</td>
</tr>
<tr>
<td>3. To inspire Civil War Round Tables to become active in their communities and become attractive to greater diversity.</td>
<td>This goal reflects our commitment to further our advocacy work for our organization and or cause area.</td>
</tr>
</tbody>
</table>
Our Partnerships, Our Transparency

The CWRT Congress reestablished our fundraising partnership with the American Battlefield Trust for Giving Tuesday November 28, 2023. We exceeded our goal of $3,000. Donations made through the CWRT Congress were split equally between the Congress and the American Battlefield Trust’s little-known Interpretation & Restoration Division. That division will utilize our donations for conservation, restoration, and interpretation projects.

Transparency for non-profits is critical. That’s why the CWRT Congress applied for and was granted the GuideStar Platinum Transparency Seal in 2023. GuideStar began in 2013 to provide visible recognition to non-profit organizations and became the most widely-adopted symbol of transparency in the U.S. social sector. You can find the CWRT Congress’ basic organization information as well as program information and brand details on our website.

Gettysburg National Military Park

Platinum Transparency 2024

Candid.

www.Guidestar.org
In 2023, the CWRT Congress sought nominations for three awards: the Dr. John A. Bamberl Phoenix Award, and the Matthew Borowick Marketing Award. The award for innovation is intended to highlight new ideas, methods, customs, and devices a Round Table might use to improve their organization. The Phoenix award seeks to celebrate the reemergence of a Round Table that “went dark” and revitalized itself. The Marketing award recognizes a local CWRT for presenting itself to members, enthusiasts, community partners, potential supporters, and others by using a variety of methods and channels.

The Wallace L. Rueckel Innovation Award

The Wallace L. Rueckel Innovation Award recognizes a CWRT for creative, effective, and inventive programs that provide value to their members. The 2023 Innovation Award was given to the Bull Run CWRT. Blake Myers, the Preservation Committee Chair, explained what they did. “In implementing recommendations provided by a Special Ad Hoc Committee to effectively return to in-person member involvement and participation, we focused on enhanced member outreach and engagement through surveys, focused communications via email, social media, our newsletter, and our webpage, and a new pre-meeting social and information hour to inform and educate our members about Round Table programs, committees, projects and activities and the opportunities for their direct involvement and participation - - and our efforts succeeded!”

CWRT Congress President Mike Movius presents the 2023 Wallace Rueckel Innovation Award to Blake Myers of the Bull Run CWRT.
CWRT Congress Awards

The Matthew Borowick Marketing Award

The Matthew Borowick Marketing Award recognizes a local CWRT for presenting itself to members, enthusiasts, community partners, potential supporters, and others by using a variety of methods and channels. This 2023 award was presented to the Scottsdale CWRT, which John Bamberl accepted. “We reached our marketing goals by reaching out and partnering with other historical groups in the greater Phoenix area. We used these partnerships to market our new partners and ourselves.”

The Sustainability Challenge

The CWRT Congress’ SUSTAINABILITY CHALLENGE is a program designed to provide every local Civil War Round Table (CWRT) and its leaders with useful tools for planning and implementing a well-rounded series of activities to engage every member to improve mission accomplishment.

The first two CWRTs to achieve the Sustainability Challenge are the Old Baldy CWRT and the Scottsdale CWRT. Rich Jankowski, President of Old Baldy, and John Bamberl, President Emeritus of Scottsdale, accepted the certificates on behalf of their Round Tables.
What They Say

“I think it’s very important that people come...a lot of ideas that are exchanged...people to meet and stories to tell.”

Kim Brace, President, Bull Run CWRT

“The surveys on best practices for CWRTs have been very helpful to us... seeing how other round tables operate, and how their successful programs might be adapted for our own round table.”

Janet Whaley, Treasurer and Program Chair, Pasadena CWRT

“The CWRT Congress has been a resource for Cape Fear CWRT... the Speaker Registry and help with Zoom. Now, after almost 30 years of operating without any sort of rules of governance, I have relied on the CWRT Congress as sort of a clearing house of information about what other round tables have done to organize themselves, as we work to adopt bylaws for our own round table.”

Bill Jayne, President, Cape Fear CWRT

“The value of the Congress is to see what other CWRTs are doing and evaluating whether that might have value for Knoxville. It’s always good to see how others deal with challenges or what innovative options they develop to address problems or create opportunities in their part of the country.”

Tim Vane, Director of Community Activities, Knoxville CWRT

“It’s been a great experience... pumped with great new ideas for new members, for retaining our existing members... different program ideas and making some good connections. A wonderful exchange... different information with all these people out here.”

Michele Hessler, Vice President, the CWRT of Gettysburg

“We learned a lot more about how CWRTs are facing the many challenges we all face today... there is so many media venues, recruiting members, retaining old members, and planning for changed leadership. This is the best place you’re going to find these suggestions and explore these opportunities.”

Leight Murray, President, CWRT of the Mid-Ohio Valley.
The Sustainability Challenge

As the world emerged from the Covid-19 Pandemic, we found that those CWRTs that suspended their meeting were struggling and, in some cases, dissolved. To counter that trend and to strengthen local CWRTs and the movement, the Congress developed the SUSTAINABILITY CHALLENGE. Special thanks go to Dana Best Miszak for developing the challenge logo.

There are ten modules to the Challenge, including actions for Member Retention, Member Education, Recruitment Marketing, New Member Engagement, the Meeting Experience, New Member Education, Philanthropy, Public Image, CWRT Leadership and Management, and CWRT Committees and Groups. There are also opportunities for CWRTs to substitute a local activity within each module.

Each module plays an important role on the path to sustainability. The CWRT Congress hopes to inspire leaders to take on the challenge to help ensure their organization will continue.

To access the module description and fillable submission form and modules, click HERE. If you have questions about the challenge, please send them to challenge@cwrtcongress.org
Board of Directors

Mike Movius, President
Carol VanOrnum, Vice President
Bill Miller, Treasurer
Steven Rauschkolb, Director
Dr. John Bamberl, Vice President
Andrew Mzsak, Secretary
Craig Apperson, Director
Mary Koik, Director
Dr. Curt Fields, Director
Dr. Jared Peatman, Director
Dr. Jared Peatman, Director
Advisory Council

Kim Brace ................................................................. Bull Run CWRT
Peter Carmichael ................................................. Gettysburg College, Civil War Institute
Doug Dammann ..................................................... Kenosha Civil War Museum
David Dixon .............................................................. Author/Historian
Robert Ford ............................................................. Baltimore CWRT
Cheryl Gooch .......................................................... State University of New York
James Knights ......................................................... Western Pennsylvania CWRT
Michael Kirschner ..................................................... Roanoke CWRT
Chris Kolakowski .................................................. Wisconsin Veterans Museum
Ed Lowe ................................................................. Chickamauga and Chattanooga CWRT
Ashley Luskey ......................................................... Civil War Institute, Gettysburg College
Chris Mackowski ...................................................... Emerging Civil War
Rosemary Nichols .................................................... Capital District CWRT
Jonathan Noyalas ...... McCormick Civil War Institute, Shenandoah University
Gerry Propokowicz .................................................. Civil War Talk Radio
Ted Savas ................................................................. Savas Beatie Publishers

The monument to the 83rd Pennsylvania was dedicated in 1899 on the southern side of Little Round Top. Colonel Strong Vincent commanded the brigade. As these Fifth Corps troops endured mounting Confederate attacks on July 2, 1863, Vincent fell, severely wounded. He would die five days later on July 7.

Photo: Matthew Holzman
Donor Honor Roll

The CWRT Congress is proud to recognize the philanthropic investments made by individuals, CWRTs, and foundations received in 2023.

$500+
Mike Movius
Carol VanOrnum
William Miller
James Knights

$250 to $500
Earnest Fields
Network for Good
Craig Apperson
Richard Hansen
Zoom Video Communications
Steven Rauschkolb
Military Images Magazine

$50 to $250
Steve Murphy
Cheryl & Geof Nunn
Tammy Harkleroad
Sandra McClarty
Peter Smith
Pasadena CWRT
Mary Grace Dorsey
Ashley Whitehead Luskey
Mike Hoover
Robin Vaughn
Michael Leopold
Steve Jaren
Steven Magnusen
Shannon Hawkins
Bill Leeshafft
Jon Willen
Rob Istik
George Bennett
Betty Bellamy
Wendy Lunko
Terry Pierce
Ted Kunstling
Rex & Gerri Thrasher
Rena Cresman
Peter Kolakowski
Norman Kuchar
Janet Whaley
Helen Bowlus
George Foxworth
Franklin Crawford
Fidelity Charitable
Cybergrants
Donnie Stowe
Robert Flood
Veronica Brestensky
George “Bill” Jayne
Lynne Newell
Fazil Bhimani
Cindy Heckler
Victor Vignola
Petersburg Battlefields Fdn
Linda Novak
John Sapanara
Jean Montgomery
Dennis Urban
Delbert Estey
Alice Cannon
William “Corky” Lowe
Richard Bell
Paul Severance
Leigh Vaughan
Laurie Burgett
Keith Clark
Karen Streif
John “Jack” Richer, Jr.
Gerald & Marilyn Payn
Gerald (Jerry) Snyder
David Ratliff
David Peterson
Bill Nicolai
Andrew Masich

Less Than $50
Jean Hemphill
Ulrike Baumann
Vicky Fike
Sandra Oldfield
Paul Eilbes
Paul Pojman
Mary Ujda
Lawrence Olasky
Stewart Rantz
John Wolshuck
Jean Cairns
Andrew Ditlevson
Robert Sparks
Frank Armiger
Jo Ann Grossberndt
Donald Haven
Royann Lund
Norman Murray
Joseph Joyce
Sidney Gamertsfelder
Ron Zanoni
Sheldon Liss
Amazon Smile
Carol Willey
Remy (Oremia) Caimi
Matt Farina
Kirk Companion
Donna Smith
Rob Girardi
Norton London
Lyle Loveall
H. Miller
Gary Kaplan
Christina Tabaczka
Alan & Pamela Cheever
Adrienne Massel
Todd Stettner
Diane Lovejoy
Alta Dale
Mark Perkins
Margaret Echanique
Julie Hunter
## Newsletter Readership

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<th>Open Newsletter</th>
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*Number of times readers reopened the newsletter.
Lecture Series

The CWRT Congress is grateful to the authors, historians, and lecturers for the donation of their time and talents to the Lecture Series during 2023.

All lectures are on our website. You can watch their lectures on our YouTube channel.

<table>
<thead>
<tr>
<th>Name</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Curt Fields</td>
<td>Fridays With Grant</td>
</tr>
<tr>
<td>Michael E. Block</td>
<td>The Battle of Cedar Mountain</td>
</tr>
<tr>
<td>James Morgan III</td>
<td>The James Island Campaign</td>
</tr>
<tr>
<td>Ed Lowe</td>
<td>The Battle of Missionary Ridge</td>
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<tr>
<td>Stephen Murphy</td>
<td>George W. Quimby, a Union Soldier and Sherman Scout</td>
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<tr>
<td>Michael Eisenhut</td>
<td>Brothers at War: The Iron Brigade at Gettysburg</td>
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<tr>
<td>Jonathan Lande</td>
<td>The Black Badge of Courage</td>
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<tr>
<td>Dr. Terry C. Pierce</td>
<td>Without Warning: The Saga of Gettysburg</td>
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<tr>
<td>Lisa G. Samia</td>
<td>The Nameless and the Faceless of the Civil War</td>
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<tr>
<td>Meg Groeling</td>
<td>The Aftermath of Battle: The Burial of the CW Dead</td>
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<tr>
<td>Gary Yee</td>
<td>Sharpshooters: 1750–1900</td>
</tr>
<tr>
<td>Jared Peatman</td>
<td>The Long Shadow of Lincoln’s Gettysburg Address</td>
</tr>
<tr>
<td>Tom McMillan</td>
<td>Our Flag Was Still There: Fort McHenry to Smithsonian</td>
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<tr>
<td>Patrick Brennan</td>
<td>Gettysburg in Color, Volume 1</td>
</tr>
<tr>
<td>Angela E. Elder</td>
<td>Love and Duty, Confederate Widows’ Stories</td>
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<tr>
<td>Jon-Erik M. Gilot and</td>
<td>John Brown’s Raid</td>
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<td>Kevin R. Pawlak</td>
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<tr>
<td>Megan L. Bever</td>
<td>A War With King Alcohol</td>
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<td>Frances M. Clarke and</td>
<td>Of Age: Boy Soldiers and Military Power in the CW Era</td>
</tr>
<tr>
<td>Rebecca Jo Plant</td>
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<td>Doug Crenshaw and</td>
<td>The 1862 Peninsula Campaign</td>
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<tr>
<td>Drew Gruber</td>
<td></td>
</tr>
<tr>
<td>Caroline Ann Davis and</td>
<td>Force of a Cyclone: The Battle of Stones River</td>
</tr>
<tr>
<td>Bert M. Dunkerly</td>
<td></td>
</tr>
<tr>
<td>Jonathan Jones</td>
<td>Opium Slavery</td>
</tr>
<tr>
<td>Victor Vignola</td>
<td>Contrasts in Command: The Battle of Fair Oaks</td>
</tr>
<tr>
<td>Frank P. Varney</td>
<td>General Grant and the Verdict of History</td>
</tr>
</tbody>
</table>

16
Our Sponsors

The CWRT Congress is grateful to the individuals and organizations for their sponsorship of the 2023 Sustainability Conference booklet and the 2022 Annual Report.
Giving Tuesday

The CWRT Congress is grateful to the individuals and organizations for their contributions to our Giving Tuesday campaign. One of the more important things that we do as Civil War enthusiasts is to preserve hallowed ground. Each year, the CWRT Congress partners with the American Battlefield Trust to restore and interpret newly acquired battlefields.

In 2023 we exceeded our goal and raised $3,261.27 for this meaningful effort.
Social Media Status

Facebook
Find us at CWRT Congress!

NEW SUBSCRIBERS 64
TOTAL SUBSCRIBERS 1,554
VIEWS 1,820
REACH 22,189

TOP VIEWING CITIES

<table>
<thead>
<tr>
<th>Rank</th>
<th>City/State</th>
<th>Rank</th>
<th>City/State</th>
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<tbody>
<tr>
<td>1</td>
<td>Gettysburg, PA</td>
<td>6</td>
<td>Phoenix, AZ</td>
</tr>
<tr>
<td>2</td>
<td>Houston, TX</td>
<td>7</td>
<td>Alexandria, VA</td>
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<tr>
<td>3</td>
<td>Knoxville, TN</td>
<td>8</td>
<td>Fredericksburg, VA</td>
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<tr>
<td>4</td>
<td>Philadelphia, PA</td>
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<td>Memphis, TN</td>
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<tr>
<td>5</td>
<td>Scottsdale, AZ</td>
<td>10</td>
<td>New York, NY</td>
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TOP QUARTERLY PERFORMERS

<table>
<thead>
<tr>
<th>Qtr</th>
<th>Date</th>
<th>Title</th>
<th>Reach</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>Feb 25</td>
<td>During the ABT’s Color Bearer weekend with Garry Adelman</td>
<td>697</td>
<td>110</td>
</tr>
<tr>
<td>Q2</td>
<td>May 19</td>
<td>An amazing tour of the National Confederate Museum. See the casket</td>
<td>1,000</td>
<td>277</td>
</tr>
<tr>
<td></td>
<td></td>
<td>of Nathan Bedford Forrest and more..</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q3</td>
<td>Aug 6</td>
<td>Waking tour of Chancellorsville with Kristopher White and Sara Key</td>
<td>359</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bierle.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q4</td>
<td>Dec 11</td>
<td>Important development: unexploded CW-era device found at Gettysburg</td>
<td>239</td>
<td>63</td>
</tr>
<tr>
<td></td>
<td></td>
<td>National Military Park.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**YOUTUBE**

- **NEW SUBSCRIBERS**: 902 (+118%)
- **TOTAL SUBSCRIBERS**: 2,057 (+119%)
- **VIEWS**: 145,634 (+135%)
- **WATCH TIME**: 29,318 (+106%)
- **IMPRESSIONS**: 2,3M (+136%)

**VIEWERS BY LOCATION**

<table>
<thead>
<tr>
<th>Location</th>
<th>Number of Views</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>119,336</td>
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<tr>
<td>Canada</td>
<td>2,720</td>
<td>1.6%</td>
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<td>United Kingdom</td>
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<td>Australia</td>
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<td>Germany</td>
<td>118</td>
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<tr>
<td>Ireland</td>
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**TOP TEN VIDEOS**

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<tr>
<th>Rank</th>
<th>Lecturer</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cory Pfarr</td>
<td>Longstreet at Gettysburg</td>
</tr>
<tr>
<td>2</td>
<td>Curt Fields</td>
<td>James Longstreet</td>
</tr>
<tr>
<td>3</td>
<td>Mike Gorman</td>
<td>Gaines’ Mill: The Most Important Battle You Never Heard About</td>
</tr>
<tr>
<td>4</td>
<td>Curt Fields</td>
<td>The Surrender At Appomattox Court House</td>
</tr>
<tr>
<td>5</td>
<td>Eric J Wittenberg</td>
<td>Sherman’s Carolinas Campaign</td>
</tr>
<tr>
<td>6</td>
<td>Curt Fields</td>
<td>Phil Sheridan</td>
</tr>
<tr>
<td>7</td>
<td>Curt Fields</td>
<td>Sherman Opposes The Plan</td>
</tr>
<tr>
<td>8</td>
<td>Curt Fields</td>
<td>When Grant Saved Lee</td>
</tr>
<tr>
<td>9</td>
<td>Curt Fields</td>
<td>Nearly Captured</td>
</tr>
<tr>
<td>10</td>
<td>Kristopher White</td>
<td>The Battle of Chancellorsville</td>
</tr>
</tbody>
</table>
Fort Stedman, Petersburg National Battlefield

Photo NSP