

THUNDERBIRD

Lake Tahoe

2018

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22ND ANNUAL

Lake Tahoe Luxury ESTATES TOUR

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Our Preservation Partner members are our lifeline. These valued friends help make Thunderbird Lake Tahoe thrive with their gifts of time, art and artifacts, and premium level memberships. Partners at the Castle and Flagship levels enjoy distinctive access, programs, and members-only privileges.

Castle Legacy

Preservation Fund Gifts of \$500,000 or more

Carol Franc Buck
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Foundation 36
Clyde "Buzz" Gibb
Joan Gibb
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Preservation Fund Gifts of \$100,000 - \$499,000 plus
Annual Operating Support of \$25,000 or more

Weezie & David Reese
The Richard and Donna Wills Family

Castle

Preservation Fund Gifts of \$100,000 - \$499,000 plus
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Castle Associate

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Brett G. Jensen
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Annual Operating Support of \$5,000 or more

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Ruta & Jake Rudisill
Steve Russell Family
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Pat Thomson
Gunnar Thordarson
Lonna Wais

Dearest Members, Volunteers, Supporters and Friends

More than any other year, we are writing our Summer 2018 letter with the utmost gratitude to all who have contributed to our mission of preserving Lake Tahoe's cultural treasures for future generations.

There has been so much strife domestically and internationally this past year: hurricanes, fires, floods, politics, and horrific acts of unimaginable crimes. Stepping into Thunderbird Lodge or aboard *Thunderbird* Yacht takes one back to a simpler time, and the world's troubles seem to melt away. We are especially fortunate to be in such a beautiful place that truly is, to quote Mark Twain, "the fairest picture the whole world affords."

Beyond our usual winter maintenance and renovation, we are excited to reveal plans for our new Lake Tahoe Discovery Center.

The Center, yet to be named, is in Incline Village. It will be an event and discovery space for enthusiasts of all things Lake Tahoe. Think museum meets party venue on steroids: vintage boats and cars, themed lounges, a research library, Tahoe art, and a mountain tavern. The coolest of hangouts for the curious. More details inside but, most importantly, we continue our strategic work to create a business model that historic preservation organizations may replicate worldwide.

Our work is never done. At this magical Castle-in-the-Sky, there are always new discoveries, adventures, and the most precious of all...the faces of people who've just seen the estate and yacht for the first time. Tears, laughter, bucket list checks, life highlights, and general awe. It is a wonder!

We are truly grateful for your support and participation in our ever-expanding cause. Lucky to have you and look forward to enjoying an even better year, each year!



Pete Sturtevant
Chairman
Governing Board



Bill Watson
Chief Executive & Curator

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Bill Watson

THUNDERBIRD LAKE TAHOE MAGAZINE

Steven Andersen – Graphics Designer
Shireen Piramoon – Editor & Creative Director

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George Whittell Estate Thunderbird Lodge

National Historic District Timeline



Whittell grandfathers Hugh Whittell and Nicholas Luning arrive in San Francisco for the California Gold Rush. They became merchants and investors in transportation, industry, and real estate. This was the genesis of the family fortune.

The Roaring Twenties. Whittells kicking up their heels: ocean-going yachts, foreign trips, fast cars, and speedboats. Dad dies and "Junior" is now scion of the Whittell dynasty.



Designed to look like his Duesenberg automobiles and personal DC-2 aircraft, Whittell launches his art-deco themed *Thunderbird* speedboat at Lake Tahoe.

Great San Francisco Earthquake and Fire. Young George recognized as a hero for rescuing others in his newfangled motor car. Family builds estate in Woodside, CA.



To avoid rising California taxes, Whittell heads for Nevada, the "ONE SOUND STATE". Purchasing nearly 45,000 acres of logged-over land on the east shore of Lake Tahoe, he makes plans for a small lakeside cottage.

1849

1906

1920s

1933

1940

1881

1919

1929

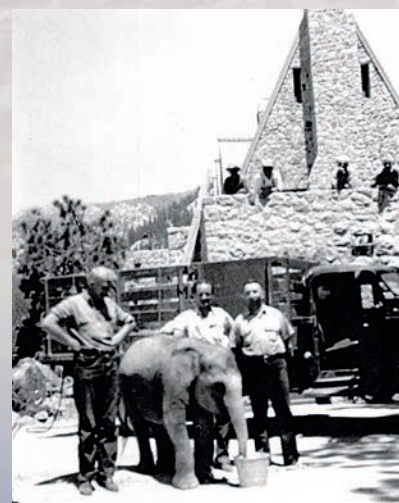
1936

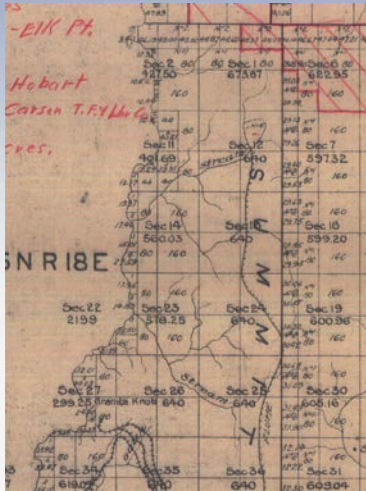
George Jr. born to George Whittell and Anna Luning Whittell.

An uncanny move, Whittell exits the stock market in August ahead of the Crash of October, '29. This foresight saves the family fortune from the Great American Depression.

A decorated veteran of the First World War, Captain George Whittell Jr. marries Elia Pascal, a wealthy descendent of mathematician Blaise Pascal. Pascal attended to Whittell's battlefield wounds while serving France in a Red Cross field hospital.

Thunderbird Lodge constructed, 28,000 square feet, an elephant barn, a famous card house, and a 600-foot long tunnel leading to a steel boathouse.





Jack Dreyfus constructs addition to Thunderbird Lodge, sells off most land to government agencies.

State of Nevada uses eminent domain to acquire large tracts of Whittell's land for its Lake Tahoe Nevada State Park including Sand Harbor and Spooner Lake.

Thunderbird Lodge opens for public tours, community events, and children's education programs.



Thunderbird Lake Tahoe acquires many of the assets of the famed Ponderosa Ranch in Incline Village.

America enters Second World War. Whittell suspends construction on Thunderbird Lodge, lays up *Thunderbird* yacht, and becomes reclusive and eccentric.

In a complex land exchange, the Whittell Estate conveys to the U.S. Forest Service and Thunderbird Lodge to the non-profit Thunderbird Lodge Preservation Society.

Whittell dies in Redwood City, CA, of melanoma. Thunderbird Lodge sold to New York financier, Jack Dreyfus.



Thunderbird yacht acquired by the Preservation Society and returns home to the Whittell boathouse.



Plans for an 18,000 sq. ft. museum, Tahoe discovery center, and event space in Incline Village.

To learn more, visit us at ThunderbirdTahoe.org

PRESERVATION

of

Captain George Whittell Jr. is the catalyst for all that Thunderbird Lake Tahoe does today. Our work is to ensure that we pay Whittell's legacy forward for future generations to appreciate his innovative spirit and passion for preserving the land and cultural heritage of Lake Tahoe's east shore. We do this by protecting and interpreting the region's treasures: the George Whittell Estate National Historic District, Thunderbird Lodge, *Thunderbird* yacht, and vast archives and collections pertaining to Lake Tahoe's art, history, and environment.

George Whittell Estate National Historic District

More than 10,000 visitors experience the George Whittell Estate each year, Nevada's only National Historic District at Lake Tahoe. Sitting at the crossroads of history, the estate's public tours and education programs offer a window into the region's past: Native American, westward expansion, Anglo settlement, lumbering, mining, railroading, maritime transit, rustication, tourism, casino gaming, conservation, real estate development, environmental activism, and recreation all intersect here. Once encompassing nearly 45,000 acres, Whittell secured the expansive estate from development and, thus, Nevada's shoreline remains pristine and open as compared to the Lake's built-up California side.

Thunderbird Lodge

Thunderbird Lodge is the epicenter of the Whittell Estate's 12 historic buildings. Nevada's first and only State Architect, Frederic J. DeLongchamps, designed the Tudor Revival-style mansion to be a summer residence for the Captain, his guests, and his beloved animals (which included his constant canine companions, a very special lion, an elephant, and numerous other species he claimed to prefer over the company of most others). Constructed in 1936 and resplendent in period furnishings, the Lodge is a tribute to the enigmatic Whittell, a sportsman and industrialist turned conservationist with a penchant for secret passages, wild creatures, salacious soirées, exotic motorcars, boats, aircraft, and innovative technology of all kinds.

After the Captain died in 1969, New York financier Jack Dreyfus acquired the Estate and built a contemporary addition to Thunderbird Lodge which now houses administrative offices, a theater and event venue, conference facility, and the Thunderbird Store.



THUNDERBIRD

Lake Tahoe

Thunderbird Yacht

The *Thunderbird* yacht may be the most famous (and most expensive for its time) wooden speedboat in existence. Built in 1939 for a then-pricey sum of \$81,000, the yacht (worth \$5.5-million today), is powered by twin Allison engines from vintage WWII P-38 fighter airplanes. She is the focal point of our maritime heritage program, partnerships with children's organizations, and a key fundraising vehicle for our charitable programs.

Thunderbird Art and History Archives and Collections

Extensive collections and archives pertaining to the greater Lake Tahoe-area makes Thunderbird the de facto repository for the region's art, films, photographs, furnishings, government and corporate records, maps, artifacts salvaged from the Lake, family heirlooms, land held in trust, and hotel, casino, and recreation memorabilia. Once the largest private landowner in Nevada, George Whittell cherished all that is Lake Tahoe. We uphold his passion for the region by preserving, expanding and sharing these valuable collections.

Programs

Thunderbird's prime directive is the preservation of Lake Tahoe cultural resources for public appreciation. Professional and volunteer craftsmen continuously work on archival, maintenance, and repair projects year-round. Each task presents an opportunity for learning and estate visitors frequently experience "preservation in progress."

Public education is woven into the fabric of Thunderbird's cloth. Through interpretive tours, speakers' bureau, school field trips, fireside chats, and digital programs, Thunderbird projects Lake Tahoe's art and history to the public at-large. In partnership with public television, we are presently producing a documentary film on the history of Lake Tahoe's east shore.

Outcomes

Thunderbird may seem like just another beautiful estate on a stunning lake, but our vision—and our future—is much greater. In the past 10 years, we have managed to preserve the late George Whittell's grand Lake Tahoe estate and his prized *Thunderbird* yacht. Through public tours, charitable contributions in all amounts, educational programs, exclusive corporate and social events, and our coveted membership program, Thunderbird Lake Tahoe has become a global model for historic preservation.

Drawing from more than 25,000 objects, Thunderbird will soon launch one of the nation's first digital museums: showcasing Lake Tahoe's cultural and environmental history to researchers and audiences worldwide. The outcome of our hard work has resulted in Thunderbird having truly become *the* museum of Lake Tahoe art and history.



EXPLORE



Art·History·Environment

Inspiring curiosity, appreciation, understanding, and stewardship of Lake Tahoe's art, history, and environment through preservation, education, and conservation. Thunderbird Lake Tahoe offers a multi-disciplinary array of programs and receives no government support for operations. We are funded entirely by contributions from families, businesses, and foundations.

HISTORIC PRESERVATION

Thunderbird spends more than 80% of its revenue, expertise, energy, and human capital on preservation projects, operating and maintaining Thunderbird Lodge and Yacht, and caring for its Lake Tahoe Art and History Collection. The public observes preservation-in-progress including architecture, stone masonry, shipwrighting, archiving and more. Thunderbird is always seeking skilled volunteers to help with preservation and restoration projects.

PUBLIC EDUCATION TOURS

Guided public tours of the George Whittell Estate and Thunderbird Lodge are offered Tuesday – Saturday from May through October. Private and group tours, including visits with wine tasting and hors d'oeuvres, are available year-round.

SPEAKERS' BUREAU

Staff and volunteers are available to groups, schools, clubs, and service organizations to speak about a wide range of Lake Tahoe art, history, and science topics.

THUNDER KIDS

A framework for teachers to develop and implement unique curriculums in a historic setting. In peak years, more than 2,000 students engage in Thunderbird's K-12 educational programs.

ART, HISTORY, AND LIFESTYLE COLLECTIONS

Thunderbird safeguards more than 25,000 items in its extensive collection of Lake Tahoe maps, paintings, photography, drawings, artwork, documents, films, and 3D artifacts. Presently campaigning for funds to become one of America's first digital museums, Thunderbird is developing the facilities and systems necessary to make its entire collection available online to researchers and the public at-large.

ARTISTS-AT-THE-CASTLE

Grants give local artisans unprecedented access to create and sell art at Thunderbird Lodge, Nevada's only cultural heritage center at Lake Tahoe.

FACILITY GRANTS

During off-peak times, qualified public charities and government agencies utilize the Whittell Estate for board and staff retreats, public meetings, and program activities. Past beneficiaries include the Nevada Commission for Cultural Centers and Historic Preservation, Boys and Girls Club of North Lake Tahoe, Parasol Tahoe Community Foundation, U.C. Davis Tahoe Environmental Research Center, Nevada Museum of Art, Make-a-Wish Foundation, Tahoe Maritime Museum, and many more.

To make reservations or for more information about any of these programs or activities, please visit:
www.ThunderbirdTahoe.org or call 775.832.8750.



boundaries, and
Lake Tahoe is a lake, which is a body of water.
Lake Tahoe is a large freshwater lake in the Sierra Nevada mountain range of the
United States.
The lake is 22 miles long, 12 miles wide, has 72 miles of shoreline and is located
along the border between California and Nevada, west of Carson City, Nevada. Lake
Tahoe is the largest alpine lake in North America.
What two states share Lake Tahoe?
Thunderbird Lodge located on?

California

Tahoe have?

FRONT ELEVATION
SCALE 1/4" = 1'-0"

LAKE TAHOE COTTAGE
FOR
MR. GEORGE WHITTALL
SAN FRANCISCO
F.J. DE LONGCHAMPS ARCHITECT
RENO, NEV.
DRAW NO. 4 OCT. 1936

LAKE TAHOE COTTAGE
FOR
MR. GEORGE WHITTALL
SAN FRANCISCO
F.J. DE LONGCHAMPS ARCHITECT
RENO, NEV.
DRAW NO. 5 OCT. 1936

RANGER STA
FOR
MR. GEORGE WHITTALL
SAN FRANCISCO
DE LONGCHAMPS & OBRIEN
ARCHITECTS
RENO, NEV.
DEC. 15, 1937

EXPLORE

- I ♥ TOURS -

Explore historic Lake Tahoe, Thunderbird Lodge,
and the world-famous *Thunderbird* yacht



TOURS BY LAND

All land tours include shuttle bus transportation departing from the Incline Village and Crystal Bay Visitor's Center located at 930 Tahoe Blvd, Incline Village. Please check in 30 minutes before your tour.

\$45 adults, \$19 children ages 6-12.

Duration: 90-minute tour of the Lodge, boathouse, and grounds.

May 29 – June 23

Tuesday, Friday, Saturday only

June 26 – September 22

Tuesday through Saturday

10:00 a.m. / 11:30 a.m. / 1:00 p.m. / 2:30 p.m.

September 25 – October 20

10:00 a.m. / 11:30 a.m. / 1:00 p.m. / 2:30 p.m.

Wine and Cheese Tour

Exclusive Tuesday and Friday evening wine tours afford a wine reception with the Curator or Lead Docent and features a beautiful charcuterie plate to be enjoyed with custom labeled wines by award winning Darcie Kent Vineyards.

This extended 2-hour tour allows extra time on the grounds with a selection of wine, beer, artisan cheeses, and hors d'oeuvres.

Tuesdays & Fridays only - July 10 – October 19

2:30 p.m. Price is \$100 per person. Adults only, please no minors.

PRIVATE AND GROUP TOURS

Thunderbird offers private and group tours at select times. For private and group tour information, call 1.775.832.8750 or visit ThunderbirdTahoe.org

Docent-guided tours reveal the mystery and legacy of the enigmatic George Whittell Jr., the tycoon who purchased and protected nearly 45,000 acres of Lake Tahoe's east shore. You'll discover the history of the Lighthouse Room, Old Lodge, the servant's quarters with original kitchen, as well as the 600' underground tunnel leading to the cavernous boathouse. You might glimpse the legendary wooden speedboat, *Thunderbird*, built for Whittell in 1939 and powered by twin Allison engines from vintage WWII fighter aircraft. Walk along the serpentine Dragon's Tail path to the enchanting Card House with its famous poker game stories. All tours offer breathtaking views of Lake Tahoe, the nearby mountain ranges, elegant gardens, lagoons, waterfalls, and fountains. Discover the magic of Thunderbird Lodge—the history, the architecture, and the men and women of Lake Tahoe's gilded age.

- Reservations are required for all tours.
- Self-guided tours are not available.
- Smoking is not permitted in the buildings, on the grounds, or aboard shuttle buses and watercraft.
- Children must be at least six years old.
- Comfortable walking shoes are required and a warm jacket is recommended.
- There is no self-parking at Thunderbird Lodge unless approved by Thunderbird management for private tours.
- Tours are offered at special events throughout the season, including Thunderbird's Winemakers' Dinners and Thunderfaire: Food and Wine Fair.



TOURS BY WATER

Licensed cruise operators offer boat tours to Thunderbird Lodge.
Private boats may not dock at Thunderbird Lodge.

Action Water Sports of Incline Village from North Shore

Thursday – Saturday, June – October.
9:00 a.m. check-in Hyatt Regency beach gazebo.

Daily cruise to Thunderbird Lodge including continental breakfast.

For reservations call 1.775.831.4386 or book online at AWSIncline.com.

Public Tours 1-800-GO-TAHOE
www.ThunderbirdTahoe.org

Tahoe Adventure Company Paddle Tours

By Appointment, June – October. Tuesday mornings from Nevada Sand Harbor State Park.

For the ecologically-minded, local adventure guides offer kayak tours to Thunderbird Lodge with beach picnic lunch.

For reservations call 1.530.913.9212 or book online at TahoeAdventureCompany.com

Cruise Tahoe from South Shore

Tuesday – Saturday, June – October.
8:30 a.m. check-in Zephyr Cove (Nevada) Resort Pier.

Daily cruise to Thunderbird Lodge including continental breakfast aboard and picnic lunch on the estate grounds.

For reservations call 1.775.230.8907 or book online at CruiseTahoe.com.

DREAM

Magical Weddings

The former home of the flamboyant Captain George Whittell Jr, Thunderbird Lodge is a distinctive hideaway, fairytale wedding location, and elegant estate to renew vows or celebrate an anniversary.

A World Apart

Thunderbird Lodge is idyllic for a distinctive Lake Tahoe wedding. Intimate and dramatic, no matter the season, the stunning indoor and outdoor spaces make planning simple and the outcome unforgettable. As such, we are discerning, hosting only 4-6 gala weddings and a limited number of champagne ceremonies each year in order to preserve this special place. The Whittell Estate is also available for military ceremonies, rehearsal dinners, retirement dinners, and more.

For information 1.775.832.8750
or visit ThunderbirdTahoe.org



DREAM

Corporate & Family Events

The historic Whittell estate was the most exclusive spot on the Lake in its iconic heyday ... and it still is today. Just as the buildings and grounds have been preserved at great expense, so has the Captain's spirit of celebration.

Thunderbird has hosted heads-of-state, Hollywood stars, famed authors, poets, history's brightest minds, and celebrated heroes. Now you too may share in the magic and help save the place fondly known as the Castle-in-the-Sky.

EXECUTIVE MEETINGS & TEAM GETAWAYS

Plan, review, collaborate and celebrate shared success in the finest secure and private setting that is sure to inspire. 180-degree panoramic views of the Lake Tahoe basin are the backdrop for your business retreat or event. A variety of corporate sponsorships may be tailored to suit your needs.

CASTLE DINNERS

Up to 24 guests may enjoy an intimate lakeside luncheon or dinner at the Whittell Estate. Following hors d'oeuvres and a private tour, our Thunderbird chef will present a tailored four-course gourmet menu for you from an array of local purveyors.

As the stewards of Lake Tahoe's art and history, we make Thunderbird Lodge and Yacht available a select few times each year to major supporters of Thunderbird's programs. To protect Lake Tahoe and its treasures, sponsor a special occasion or memorable event today.





THUNDERBIRD YACHT CRUISES

To enhance your occasion, the “Lady of the Lake”, *Thunderbird* yacht, graces the pristine blue Tahoe waters. Up to 20 passengers may join a breathtaking cruise, all the while sipping on fine wines, tasting delicious bites, and learning about Lake Tahoe’s history as the shoreline passes by.



ENCHANTED GATHERINGS

A grand reason for every season! Family gatherings, a special anniversary, a long-awaited reunion, birthdays, proposals, and more. Our regional network of professional event partners will assist you in expertly crafting each detail from start to finish.



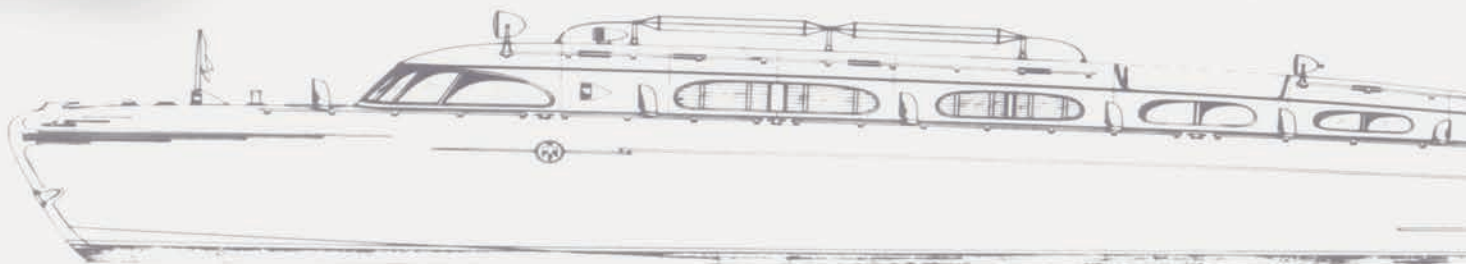
OVERNIGHT LODGING

Cap your evening with an overnight stay in our fairytale stone cottage—rusticate in luxury at Thunderbird Lodge. Occupancy is limited to two guests in one cottage per night.

The charitable, educational, and preservation programs of the non-profit Thunderbird Lake Tahoe are supported entirely by philanthropy.

For information 1.775.832.8750
or visit ThunderbirdTahoe.org

Looking back: *Thunderbird* Yacht



16 August 1941. The Kermath Sea Raider Special engines pushed Captain Whittell's torpedo-hulled *Thunderbird* speedboat up Lake Tahoe's east shore at a healthy clip. Rounding Deadman's Point, young Don Mason looked abeam to see the village of Glenbrook slip past



Don Mason

as Mae Mollhagen pulled the latest edition from a stack of newspapers. Captain Whittell manned the forward helm and, Ernie, the mechanic, lovingly toyed with the motors. As thunderheads roiled above Genoa Peak, there was nary a ripple on the Lake. "There is no better day," Mason mused.

The future Jesuit priest, Father Don Mason, recalled these Saturday afternoon cruises to Zephyr Cove for groceries and mail as a highlight

of idyllic summers spent at Tahoe. Since landing seasonal work two years ago as Whittell's butler and valet at age 17, Don considered himself to be one of the luckiest boys alive. And although Miss Mollhagen was his boss—and the



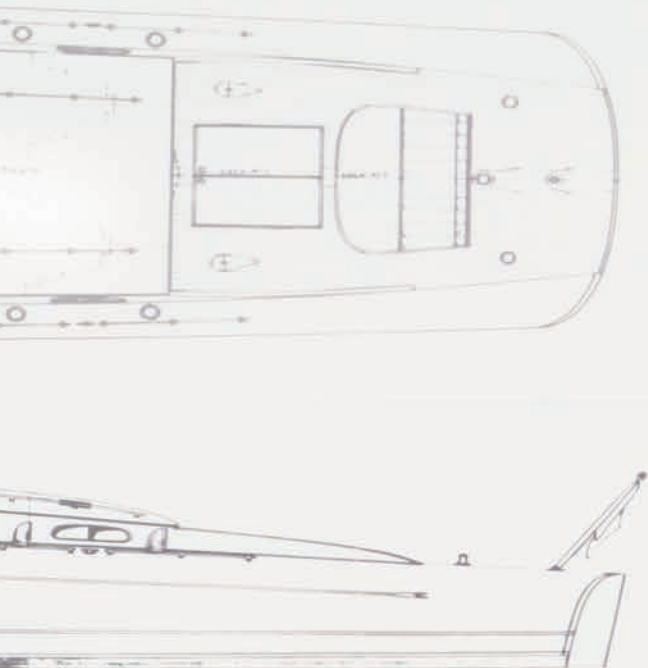
Mae Mollhagen

Captain's secretary and maybe more—she treated Don as a younger brother and kept him current on world events. Here she was with him today, dressed in a white sundress and a wide-brimmed hat with a long ribbon attached, streaming aft in the breeze.

Shouting above the engine noise, seated in the stern cockpit, Mae reads aloud about our President Roosevelt meeting England's Prime Minister Churchill aboard the Navy cruiser U.S.S. Augusta off the Newfoundland coast. This "Atlantic Charter" outlined common objectives for the conflagration America would yet to enter four months hence and not exit for another 3½ years.



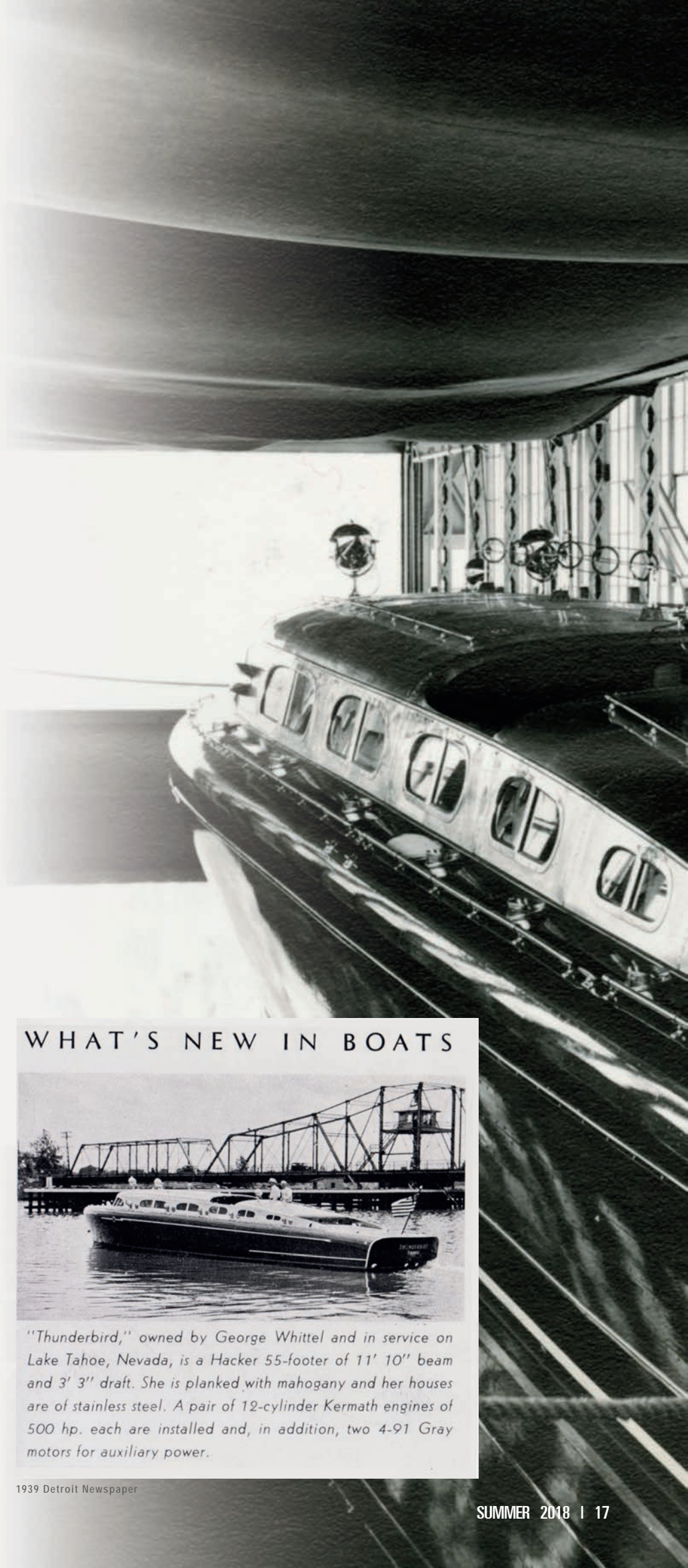
Mae explained in great detail to Don the implications of the nation's march to war, how this was sure to impact what they enjoyed that day, and where it might take him.



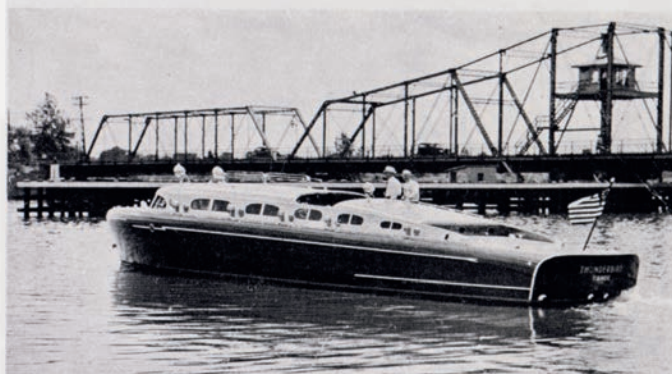
Two short years later in the South Pacific, Don gazed from the fantail of the U.S. Navy destroyer on which he served and recalled that final Tahoe cruise before the Japanese raid on Pearl Harbor. Those had been the happiest days of his life. Little did he know, a decade after his ordination, he would return to minister to Whittell at Tahoe following the auto crash death of his dear friend, Mae Mollhagen.

Thunderbird yacht is genesis to many memories such as these by Father Mason as recorded in his diaries and a series of letters to Joan and Buzz Gibb, former owners of *Thunderbird*. Aboard this yacht, Frank Sinatra negotiated a return to Bill Harrah's Nevada showrooms, Sammy Davis, Jr. frolicked with his children, Gerald Ford contemplated his pardon of Richard Nixon, and Tony Bennett was introduced to his future wife.

As keepers of the region's art and culture, the non-profit Thunderbird Lake Tahoe educates the public about consequential Lake Tahoe events and is committed to preserving its artifacts of history, the stories of its people, and a rich heritage for generations to come.



WHAT'S NEW IN BOATS



"Thunderbird," owned by George Whittel and in service on Lake Tahoe, Nevada, is a Hacker 55-footer of 11' 10" beam and 3' 3" draft. She is planked with mahogany and her houses are of stainless steel. A pair of 12-cylinder Kermath engines of 500 hp. each are installed and, in addition, two 4-91 Gray motors for auxiliary power.

Dedicated to preserving and sharing Lake Tahoe history:

THUNDERBIRD LAKE TAHOE DISCOVERY CENTER AND MUSEUM

As stewards of Lake Tahoe's most comprehensive collection of art, artifacts, vintage motor cars, books, documents, films, maps, and historic buildings, Thunderbird Lake Tahoe is the intersection of the regions historic preservation efforts.

Aside from Thunderbird Lodge and Yacht, Thunderbird will soon unveil plans for a new—yet unnamed—Discovery Center and Museum in Incline Village.

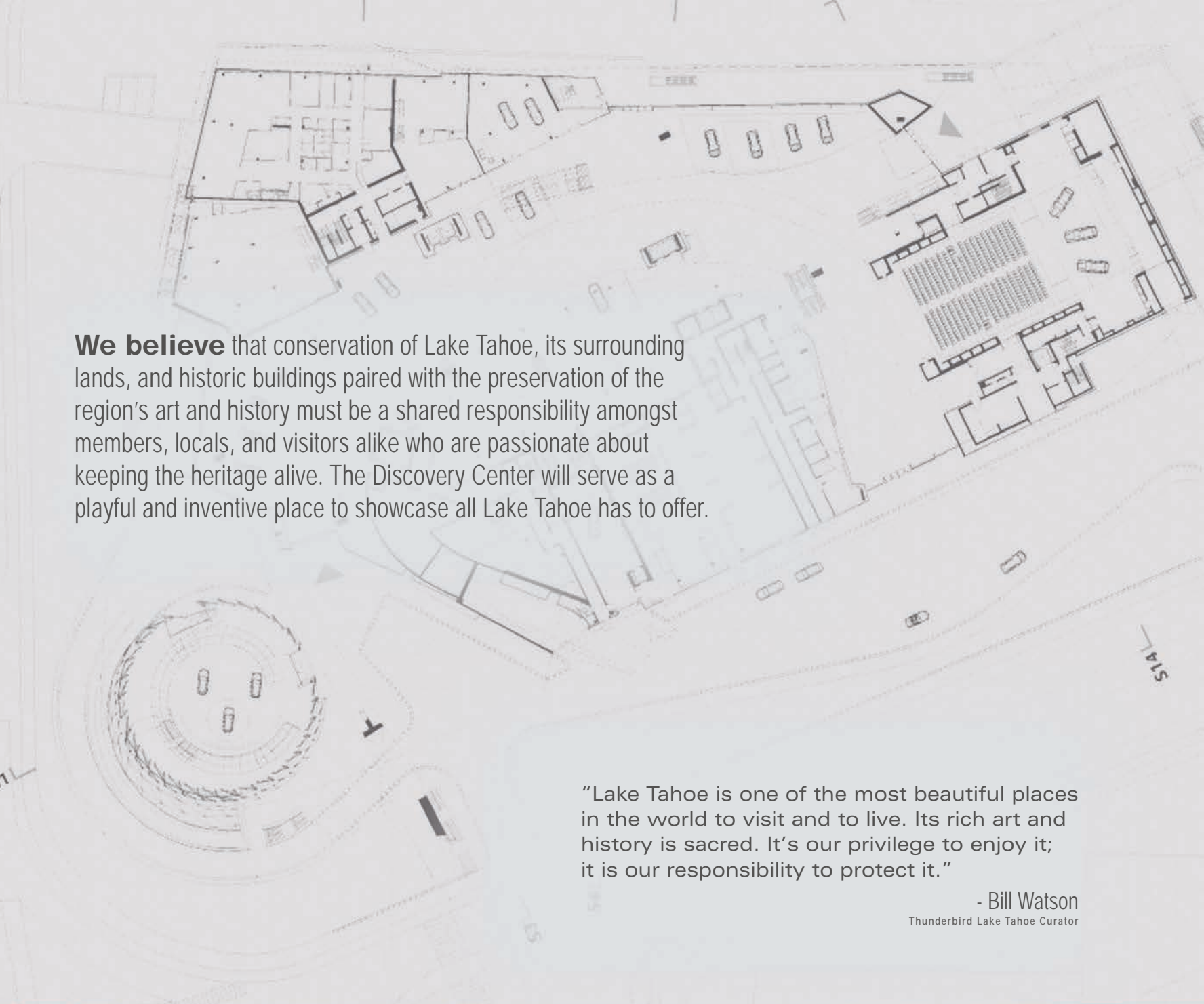
Part research library, archives, upscale events center, public art museum, hangout for historians and aficionados, and uber-cool hideaway, the 18,000+ square foot Center will house much of the vast collections amassed by Thunderbird and never before exhibited. We are modeling the Center after the great car collections of the Bay Area and beyond: the Candy Store, Blackhawk, the Nethercutt, Jay Leno Collection, and more. Themed lounges punctuate the exhibit space for meetings, programs, and gatherings of Thunderbird supporters.

By day, the Center will be open to the public including school groups, car clubs, and corporate conferences. Art and architecture, cultural heritage, and historic preservation programs will form the backbone of the Center's educational initiatives. In the evenings, Thunderbird members unleash creativity and spark innovation through inspiring combinations of people and events, or simply bring together opportunities to socialize with like-minded colleagues, friends, or potential new partners.

To experience the Discovery Center is to **EXPLORE**, **DISCOVER**, and **ENGAGE** all things Lake Tahoe.



These photographs from existing facilities depict the future Discovery Center concept.

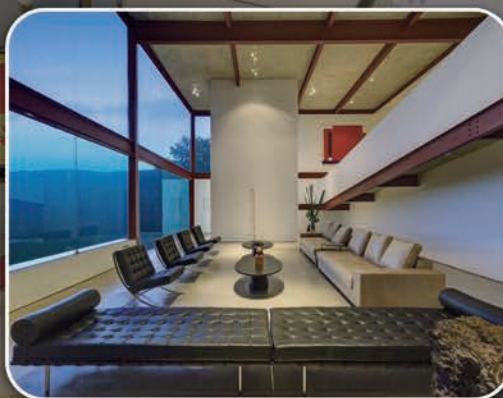


We believe that conservation of Lake Tahoe, its surrounding lands, and historic buildings paired with the preservation of the region's art and history must be a shared responsibility amongst members, locals, and visitors alike who are passionate about keeping the heritage alive. The Discovery Center will serve as a playful and inventive place to showcase all Lake Tahoe has to offer.

"Lake Tahoe is one of the most beautiful places in the world to visit and to live. Its rich art and history is sacred. It's our privilege to enjoy it; it is our responsibility to protect it."

- Bill Watson

Thunderbird Lake Tahoe Curator



DISCOVER

MEMBER HAPPENINGS in 2018

Become a **FLAGSHIP** or **CASTLE MEMBER** of **THUNDERBIRD LAKE TAHOE** and experience the **MAGIC** of **THUNDERBIRD LODGE** and **YACHT** at our members-only events.

THUNDER THURSDAY RECEPTIONS

Savor the stunning summer alpenglow from the gazebo, Old Lodge terrace, or any of the beautiful grounds at Thunderbird Lodge. Our chef will surely impress with a dazzling array of hors d'oeuvres and selection of fine wines. We've invited a variety of artists, entertainers, and winemakers to make each week a unique experience. Thunder Thursday is the perfect time to show the George Whittell Estate to your friends or to see and be seen before dining on Lake Tahoe's North Shore.

THURSDAYS
JULY 12 - SEPTEMBER 6
5-7 PM

CASTLE AND FLAGSHIP MEMBERS & INVITED GUESTS ONLY

FULL MOON CRUISES

Experience the deep basso notes of *Thunderbird's* twin aircraft engines under the light of a full moon in the summer on Lake Tahoe. Does it get any better? Clean, crisp and delicious, the hors d'oeuvres, champagne, and fine wines are reminiscent of Sinatra and all the many celebs that have been on board.

THURSDAY
JULY 26
& **MONDAY**
AUGUST 27

CASTLE, FLAGSHIP ADMIRAL, & FLAGSHIP COMMODORE MEMBERS ONLY

FOR RESERVATIONS 1.775.832.8750
OR EMAIL:
RESERVATIONS@THUNDERBIRDTAHOE.ORG



CHAIRMAN'S RECEPTION

Thunderbird Governing Board Chair, Pete Sturtevant, hosts an intimate evening at Thunderbird Lodge to thank you for your support. There will be a brief program accompanied by a selection of fine wine, beer, and appetizers.

THURSDAY
SEPTEMBER 20
5—7 PM

CASTLE, FLAGSHIP, AND LAKESIDE MEMBERS & INVITED GUESTS ONLY

HOLIDAY PARTY

Celebrate the end of another great year and help us ring in the holiday season. The Lodge will be decorated beautifully, fires will be roaring, wine will be flowing and our chef will make sure the delicacies from the kitchen prove to be crowd pleasing! It's our way of thanking our amazing members and guests.

THURSDAY
DECEMBER 13
5—7 PM

CASTLE AND FLAGSHIP MEMBERS & INVITED GUESTS ONLY

DISCOVER

Fundraising Events

- Benefiting the Programs of
Thunderbird Lake Tahoe

For Reservations 1.775.832.8750
or email:
Reservations@ThunderbirdTahoe.org

Fundraising Dinner Series

Tickets are \$495 per person per event (\$345 charitable contribution)

All-inclusive pre-dinner VIP cruise with the winemaker and library
wines \$1000 (\$750 charitable)

** Space is limited*



JUNE 17

Thunderbird's own Chef Darren Weston presents a delicious multi-course dinner to be paired with wine/beer, fine whiskeys, and bespoke cocktails in celebration of Father's Day.



JULY 8

Celebrated Wolfedale's owner and chef, Douglas Dale, never disappoints. Nor does Ric Forman. Known for his understated "just come taste for yourself" demeanor, you'll likely be a fan in no time.



SEPT. 9

Ritz-Carlton Lake Tahoe Executive Chef Mark Jeffers and his staff will dazzle with delicious cuisine to be paired with fine Cliff Lede wines.

The highlight of Lake Tahoe's summer season, these elegant affairs pair renowned chefs and vintners to create the most memorable events. These popular fundraisers offer a unique composition of wine, cuisine, castle tours, glorious grounds, panoramic sunsets, and unparalleled auction and raffle items. Each event sells out so please make your reservations early!

Winemakers' Dinner tickets are \$495 per person per event (\$345 charitable). Those who purchase tickets to the entire series of 4 dinners will receive the winemaker's selection of a complimentary bottle of wine from each dinner attended, one bottle per series ticket purchased. Shuttle transportation departs Incline Village at 4:30 p.m. and 4:45 p.m. Limited on-site parking is reserved exclusively for Castle and Flagship Members and VIP Cruise guests.

Upgrade any winemaker's dinner event to include a pre-dinner VIP cruise aboard *Thunderbird* yacht with a celebrity winemaker sharing rare reserve and library wines from the winery's estate cellar.

VIP Cruise tickets are \$1,000 per person per event (\$750 charitable). All-inclusive VIP cruises admit one to the cruise, dinner, and on-site parking. Cruise arrival time is 4 p.m.



OCT. 7

Chef Darren Weston's Artistic Interpretation of Autumn harvest. A surprise guest sommelier will select and pour a list of favorite fine wines to accompany the menu and please the most discerning of palates.



THUNDERFAIRE: FOOD AND WINE FAIR AUG. 12

Beautiful grounds and an unparalleled sunset are the backdrop for an evening of delicious food and wine. Celebrated chefs and purveyors of fine wines, craft brews, and distilled spirits come together to delight the senses. Stroll about the grottoes and secret spaces of the Whittell Estate grounds while taking in the sights and entertainment featured throughout the expansive property.

Thunderfaire tickets are priced \$245 per person per event (\$175 charitable). Shuttle buses begin departing Incline Village at 3:30 p.m. and run continuously until 8 p.m. No on-site parking is available.

THUNDERBIRD MEMBERSHIP

Your charitable gifts
truly make you a partner in
preservation

Memberships are critical to the preservation of this precious estate. We operate on an annual budget of \$1M per year. Our members become friends and forge a community with like-minded contributors.

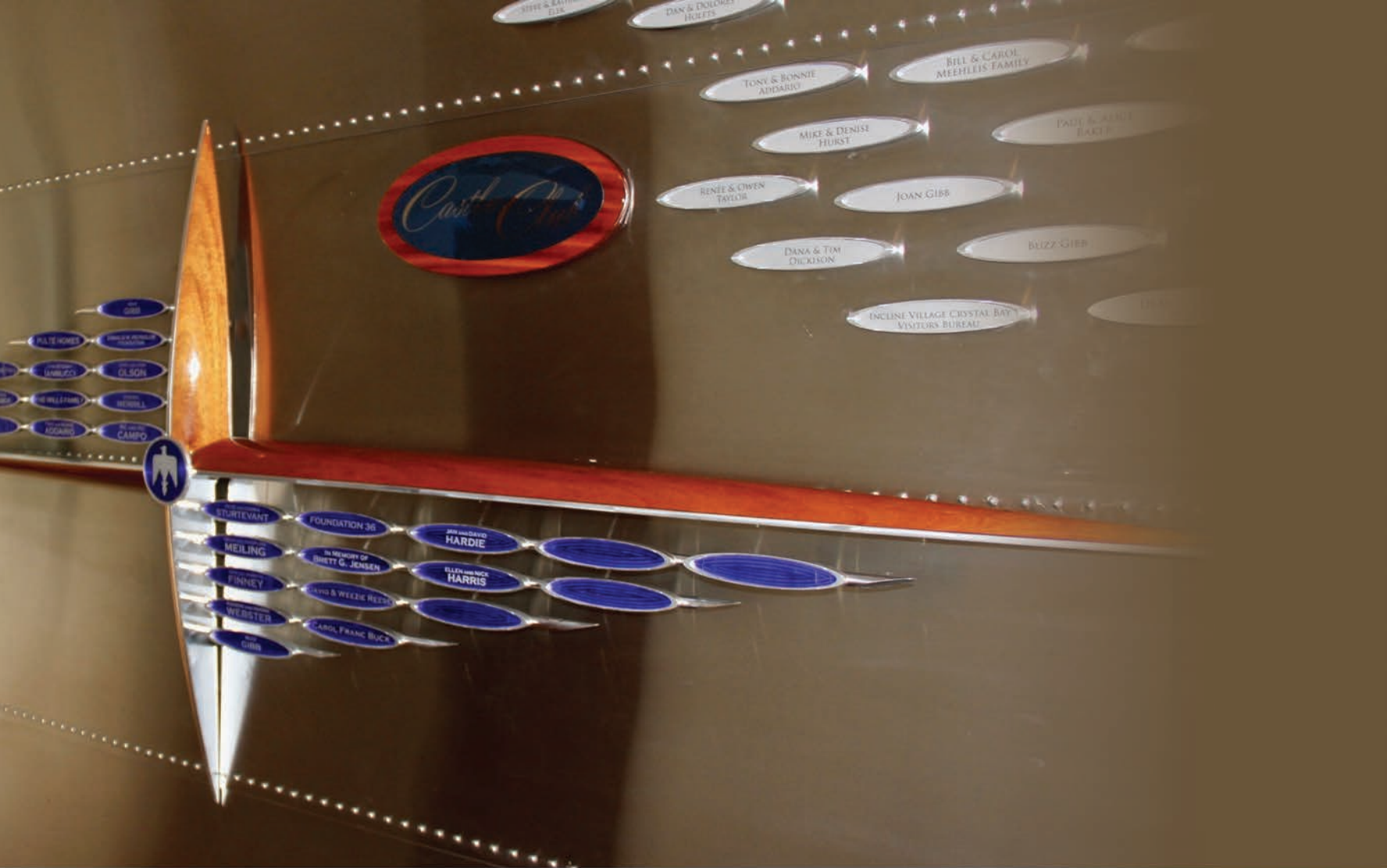
CASTLE \$100,000+ Lifetime Gift

A premier program for legacy gifts of \$100,000 or more to the permanent Preservation Fund endowment. Contributors at this level gain unprecedented access to the programs of Thunderbird Lodge and Yacht. Additionally, Castle contributors enjoy the privileges of members-only events and activities, including all the offerings of the Flagship membership program.

There are many ways to structure your Castle contribution including multi-year gift commitments, transferring highly appreciated stocks or securities, directing mandatory IRA distributions, or gifting from family foundations or donor-advised funds.

Our highest level of membership has special privileges. To name a few:

- Special docking priorities
- Drive-on and parking access
- Private member/guest tours with wine and chef made delicacies
- Members' only events and occasions including priority *Thunderbird* yacht functions



FLAGSHIP \$5,000 • \$10,000 • \$25,000 Annual Gift

Elite Flagship members are sustaining Thunderbird's operating costs with annual gifts at the Captain, Commodore, and Admiral levels. Thunderbird achieves a substantial matching gift when it achieves 50-families or businesses gifting \$10,000 in each of 5 consecutive years.

Flagship members share in unparalleled friend-raising and networking events including Thunderbird's famous Thunder Thursday receptions all summer long, and invitations to exclusive members-only winemakers' dinners, and private guided tours. Additionally, Flagship members at the Commodore and Admiral levels enjoy boat docking privileges at Thunderbird events and may partake in cruises aboard *Thunderbird* yacht reserved exclusively for members at these levels.

FRIENDS \$100 – \$2,500 Annual Gift

Friends are the bedrock of Thunderbird's preservation goals and provide critical support for programs.

Friends receive a variety of benefits tailored to the giving level including complimentary tour passes, invitations to attend specific events, and discounts on merchandise at the Thunderbird Museum Store.

Membership levels and privileges are subject to change at any time without notice. Membership subject to Thunderbird Lake Tahoe rules, terms, and conditions.

Legacy Gifts

The Preservation Fund represents a portfolio of major gifts received from individual donors, businesses, family foundations, private foundations, and donor-advised funds at community foundations. The Fund's corpus—or principal balance—is never touched and only the investment income the Fund earns is used for regular maintenance of Thunderbird Lodge and Yacht.

To sustain preservation and ensure public access for generations to come, the Preservation Fund must grow to \$20-million by 2020. We remain extremely grateful to the Donald W. Reynolds Foundation and all our individual donors who started us on this journey. The Thunderbird team is proud of its success in growing the Preservation Fund to within halfway of its target goal!

CASTLE CONTRIBUTIONS

Despite numerous economic challenges over the past years, Thunderbird Lake Tahoe is occasionally blessed with gifts of \$100,000 or more to its Preservation Fund. Major contributors at this level gain unparalleled access to programs and members only events.

Matching gift opportunities are presently available. Passionate donors eager to grow the Preservation Fund have pledged to match \$100,000 and higher contributions dollar for dollar.

There are many ways to structure your Castle contribution including multi-year gift commitments, transferring highly appreciated stocks or securities, gifting an I.R.A. distribution, donor advised funds, or make a bequest from your estate.

MAKING A BEQUEST

Bequests let you make a meaningful gift to Thunderbird Lake Tahoe without jeopardizing your family's security. A bequest can be cash or tangible property, or can be a percentage of your estate, or a specific dollar value. Your bequest may be designated for general purposes, the permanent Preservation Fund, or for a specific Thunderbird program or preservation project.


Although you are not obligated to disclose any intended gift, doing so will allow Thunderbird to appropriately thank you for your generosity and update you about charitable works and progress toward achieving the Preservation Fund goals.

GIFTS OF ALL KINDS

Over the years, Thunderbird has benefited from gifts of all kinds including real property, highly valued boats and cars, appreciated securities, bonds, and art and historic artifacts consistent with the Thunderbird mission. If you wish to support Thunderbird and our long-term preservation efforts, please do not hesitate to have a conversation with us.

For more information about making a Legacy Gift to Thunderbird Lake Tahoe, please contact Chief Executive and Curator, Bill Watson, at 775.832.8755 or email Watson@ThunderbirdTahoe.org.





Like many non-profit organizations, the future of Thunderbird Lake Tahoe rests with building a permanent Preservation Fund, or endowment.

Your contributions make a difference:

- Cash
- Stocks
- Appreciated Securities
- Charitable Remainder Trusts
- Annuities
- IRA Distributions
- Real Property
- Art and Artifacts

Corporate Sponsorships

Many of the most innovative and distinguished business leaders come to Lake Tahoe to enjoy both summer and winter sports, the beautiful lake, and its increasingly rich tapestry of art, food, and culture.

Although many of our members have participated in saving the Castle-in-the-Sky; Thunderbird Lodge, yacht, and collections, we are just now rolling out a membership for select corporations.

Thunderbird Lodge is the most beautiful historic estate at Lake Tahoe. We are now becoming its most comprehensive cultural institution. Attracting more than 10,000 visitors per season from all over the country and around the world, Thunderbird Lake Tahoe provides our partners prominent exposure and brand affiliation to everyone that appreciates art, history, beauty, and lore.

Corporate partnerships at Thunderbird meet a wide range of marketing, promotional, and client engagement objectives. We consider our corporate member's true partners and are committed to working collaboratively with you to create a customized and comprehensive benefits package, ensuring strong brand recognition, unique hospitality opportunities, and broad visibility.

Exhibition Underwriting, Educational Partnerships, or through a charter Corporate Membership, your company will leverage Thunderbird's iconic location, engaged audience, exclusive collections, and unique installations and exhibitions.

CORPORATE MEMBERSHIP LEVELS & BENEFITS

Be part of Thunderbird Lake Tahoe's work to preserve, educate, and conserve Lake Tahoe's art and history for audiences of all ages. To learn more about corporate partnerships, please contact us at: 1.775.832.8750



Our objective is to partner with our corporate members to construct a world model for education and preservation while furthering our mission to expand our collections, exhibitions, programs, and events. Ultimately, we're working to build the foundation for the vital preservation of historic structures, artifacts, and collections.

JOIN US


As a member of our corporate partner program, your company will have exclusive and private access to the estate for meetings, VIP client hosting privileges, and special events.

Corporate support provides essential funds for our core programs that support and inspire curiosity, appreciation, and stewardship of Lake Tahoe's art and history. Our target is to complete a \$20 million endowment to ensure the future preservation of Thunderbird Lodge, *Thunderbird* yacht, and all its amassed collections. In parallel, our ongoing education, preservation, and conservation goals are:

- Expanding our collections, exhibits, programs, and events
- Creating a global model for preservation of important historic sites, art collection and ephemera
- Capital repairs of the historic district
- Archeological field works at adjacent sites

ENGAGE

Volunteering




Our volunteers are made up of donors, long time Tahoe Basin residents, and dedicated friends who give their time to maintain the World of Thunderbird. The lasting friendships they form and results of the work they do for preservation is rewarding enough, but add to that the Fireside chats, potluck dinners, and other special occasions that make for a fun and satisfying summer-at-the-castle.

PASSIONATE


Volunteers give their time to maintain the beautiful grounds, assist with events, and help with restoration projects such as archiving, painting, stonework, yacht maintenance, and anything else that may come up around the Estate. The list is never ending!

SKILLED



Trained volunteers become highly skilled tour guides, educating and entertaining our guests about the historic estate and legacy of bon vivant, George Whittell.

HOSTS & HOSTESSES



Nearly 100 volunteers come together each year to help preserve Thunderbird Lodge and Yacht and welcome over 10,000 visitors from around the world.

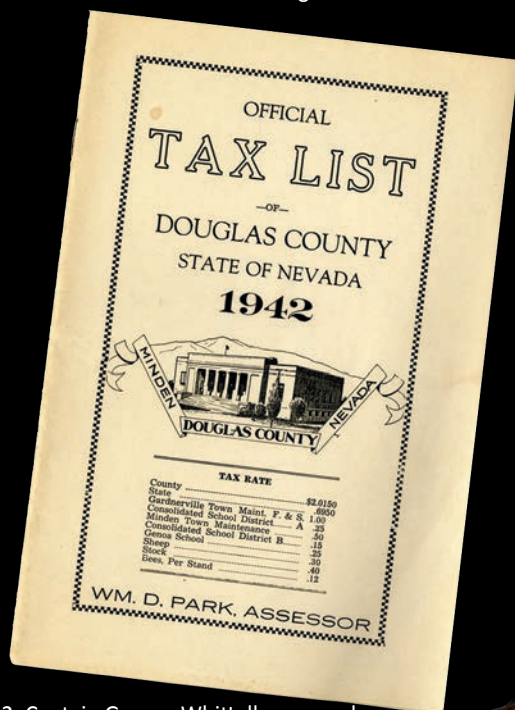
To our existing volunteers -
a HEARTFELT **THANK YOU** for all that you do!

If you wish to join the Thunderbird family, please phone us at 1.775.832.8750 or visit ThunderbirdTahoe.org/volunteering.

Treasures of Tahoe



The ironwork of Italian ironworker Antonio Soletti graces the buildings and grounds of Thunderbird Lodge. Here, Mr. Soletti displays the recently finished Thunderbird piece that will soon be installed above Thunderbird Lodge's front door.



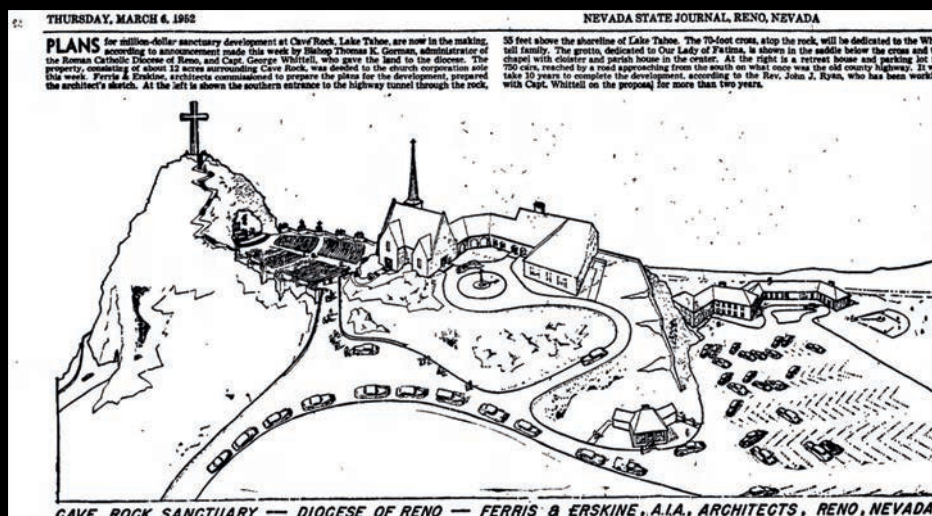
In 1942, Captain George Whittell appeared as one of the top landholders on the Douglas County Tax Roll.



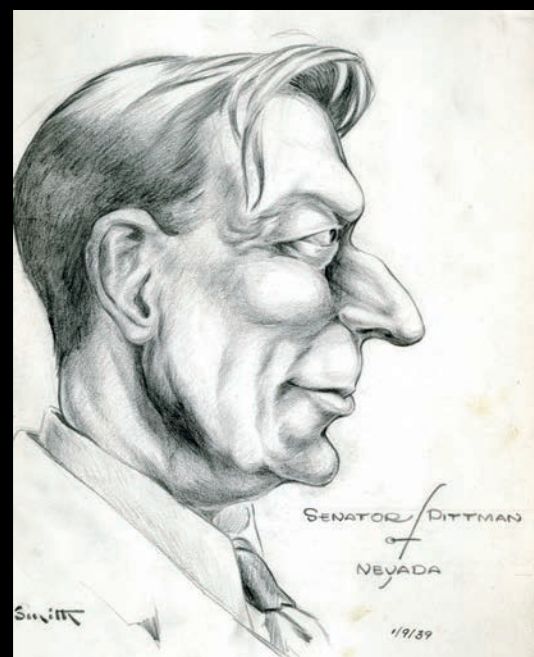
An amateur boxer himself, Captain George Whittell socialized with the great pugilists and was a consummate collector of their gloves. Thunderbird has Whittell's gloves autographed by champions including Jack Dempsey, Joe Louis, Tony Canzoneri, Barney Ross, and more.



George Whittell explored America's Southwest deserts extensively and was especially fond of Death Valley. In this 1925 photograph, Whittell poses at the lowest point in the United States.



George Whittell worked with Bishop Thomas K. Gorman of Reno's Catholic Diocese for years on a Cave Rock, Lake Tahoe sanctuary. The regional church rejected the idea and the land eventually returned to Whittell.



The Thunderbird archives hold fascinating material including this 1939 caricature of Nevada Senator Key Pittman. [Donated by Tom Williams]

the LAST BARK

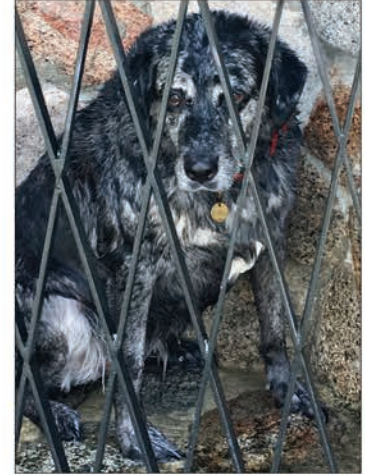
Official mascot of Thunderbird Lake Tahoe



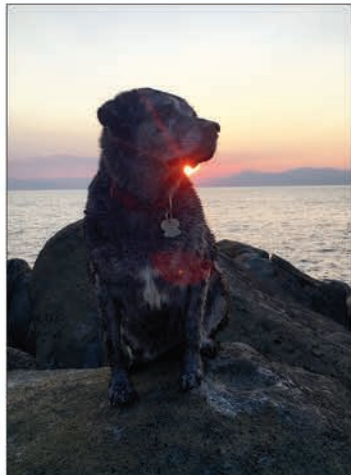
Who would you consider your look-a-like?
I don't look in the mirror much, but I'm told I'm a dead ringer for Bill the lion.



What is your most cherished possession?
The yacht on which I often entertain.



Mug shot?
Yes, in the early days...for trespassing!



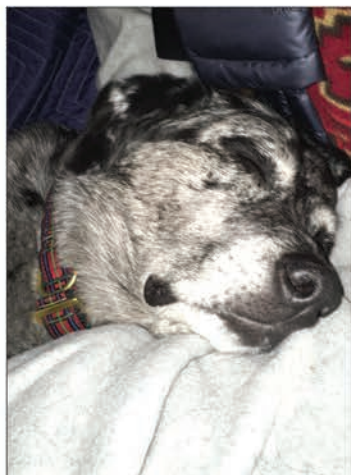
What is your favorite time of day?
Sunsets @Thunderbird #NotToBeMissed



What cartoon character do you relate to?
Snoopy...and please don't read into that Watson.



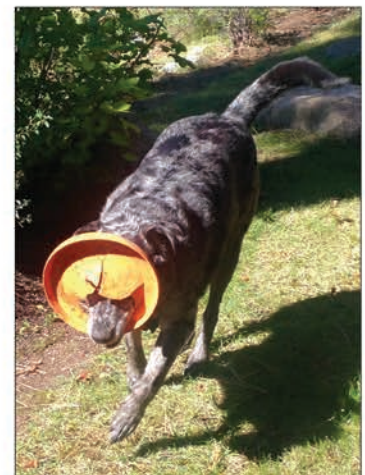
What can't you live without?
My mitts. Homage to my favorite ladies!



What is your guilty pleasure?
Afternoon nap!



What historical figure do you most identify with?
George, of course. He was a dog person, and, well..., so am I!



What weighs heavy on your mind?
Looking for the Captain's lost gold, but I can't see!



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The mission of Thunderbird Lake Tahoe is to inspire curiosity, appreciation, understanding and stewardship of Lake Tahoe's art, history and environment through preservation, education and conservation.

Thunderbird Lodge Preservation Society (d.b.a. Thunderbird Lake Tahoe) is a Nevada non-profit corporation having tax-exempt status as a public charity under section 501(c)(3) of the Internal Revenue Code. Charitable gifts are tax-deductible to the extent allowed by Law. Tax ID 88-0434866.