

THE LEGACY


NEWS from THE M.S. HERSHEY FOUNDATION | FALL/WINTER 2020 | ISSUE 30

The M.S. Hershey Foundation Celebrates 85 Years



Milton Hershey didn't just build a town. He built a community. As part of his commitment to the community, in 1935 Mr. Hershey established the non-profit M.S. Hershey Foundation. The Foundation's mission is to provide cultural and educational opportunities for residents and visitors of Derry Township. Through countless volunteers and generous contributions we continue to enhance the community Mr. Hershey so lovingly built.

Here's a look at how The M.S. Hershey Foundation has continued our founder's mission through the years.

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- 1935** Milton Hershey signs a Deed of Trust establishing The M.S. Hershey Foundation on December 5, 1935.
 - 1938** The Foundation establishes Hershey Junior College, which offers two free years of college education to Derry Township students, residents and Hershey employees. Rising costs, an inadequate facility and the establishment of the Harrisburg Area Community College led to the closing of the Hershey Junior College in 1965.
 - 1963** The Foundation serves as the conduit for a \$50 million gift from the Milton Hershey School Trust to Pennsylvania State University for a medical school and teaching hospital known as The Milton S. Hershey Medical Center.
 - 1966** The Foundation establishes the Hershey Educational and Cultural Center, located in the Community Building, in an effort to create educational opportunities for residents and visitors.
 - 1970** The Foundation assumes responsibility for Hershey Theatre.
 - 1981** The Foundation assumes responsibility for the Hershey Museum of American Life.
 - 1985** The Foundation and Hershey's five corporate entities (Hershey Foods Corporation; HERCO, Inc.; Hershey Bank; Milton Hershey School and Hershey Trust Company) partner to establish Hershey Community Archives.
 - 1989** The Foundation assumes responsibility for Hershey Gardens.
 - 2009** The Foundation opens The Hershey Story, The Museum on Chocolate Avenue.
 - 2016** The Foundation transforms Hershey Gardens from a seasonal venue to a year 'round venue by opening The Milton & Catherine Hershey Conservatory at Hershey Gardens. The Conservatory features an indoor, tropical Butterfly Atrium and an Educational & Horticultural Wing.

The Hershey Story's Historic Kisses Wrapping Machine Gets a Tune-Up

Since Hershey's Kisses are one of America's most popular candies, it's no surprise that the historic Hershey's Kisses wrapping machine is one of the most popular artifacts at The Hershey Story.

"Both kids and adults alike delight in pushing the button and turning on the machine," said Valerie Seiber, collections manager. "Unfortunately, we began to notice a horrible clunking sound last fall, which was an indication that something was wrong."

"I went inside the case and took a close look at how the machine was operating," said Seiber. "I noticed some metal shavings and globs of grease built up, but I wasn't sure what was making the clunking sound."

"I reached out to The Hershey Company to find someone familiar with the machine's operation and was put in touch with Greg Eckenroth, a third-generation Hershey mechanic with over 40 years of experience," said Seiber. "He was definitely the right person for the job."

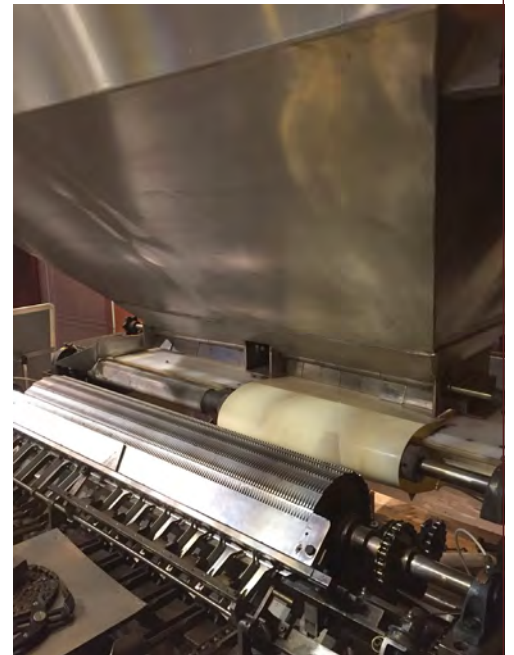
After evaluating the machine's condition, Eckenroth and Seiber developed a plan to repair broken parts and thoroughly clean the machine. In total, the team spent over 75 hours on the historic piece of machinery.



Greg Eckenroth evaluates the museum's Hershey's Kisses wrapping machine.

"I could tell there were several missing parts on the machine," said Eckenroth. "Since these machines are no longer used in Hershey, getting the right parts was difficult."

"It was fun to work on this old machine again and I was proud to help the museum bring it back to life," said Eckenroth.



The belt below the hopper was missing from the wrapping machine when it was acquired by the museum.

Eckenroth was able to successfully obtain several missing parts, including two necessary "hopper belts." With his guidance, the team determined which actions to put into operation. "Prior to the overhaul, most of the motion was focused on the up and down movement of the plungers, which pushed each Kiss against the foil and plume," said Seiber. "Now, there is more movement, including several sets of revolving chains and foil knives, which make a pleasant, rhythmic clicking sound."

"Greg patiently explained how the wrapping machine worked," said Seiber. "He knew where it was located in the old factory at 19 East Chocolate Avenue, and that it wrapped Hershey's Kisses chocolates with almonds."

"Thanks to Greg, we now have a better understanding of the machine's complexities and have updated the regular maintenance plan to keep it running for many years to come," said Seiber.

The Hershey Story extends special thanks to The Hershey Company, Greg Eckenroth, David Ryan, Timothy Swartz and Kyle Worner for their time, expertise and support.



Collections assistant, Ashley Famularo, replaces faux Hershey's Kisses chocolates on the museum's wrapping machine.



The Hershey's Kisses wrapping machine on display at The Hershey Story.



Visitors enjoy watching the Hershey's Kisses wrapping machine, which was engineered by two self-taught brothers at the original Hershey factory.

LOOKING BACK: TEACHERS FOR WEST AFRICA PROGRAM

A Collaboration Between The Hershey Company and Elizabethtown College from 1961 to 1972

The Hershey Company has a long history of corporate social responsibility, even before it became part of our everyday vernacular. The Company, founded by a man who believed in doing the right thing, has continued his legacy—not just in support of the Milton Hershey School—but in various corporate giving initiatives and the ethical sourcing of raw ingredients.

The desire to share goodness, even after Mr. Hershey's death, has been a continual theme throughout the history of The Hershey Company. One of the lesser-known projects initiated by The Hershey Company (then known as Hershey Chocolate Corporation) is the Teachers for West Africa Program (TWAP).

TWAP ran from 1961 to 1972 in cooperation with Elizabethtown College. This collaborative program was administered by the College, which recruited, screened, trained, placed, and supported the teachers; and funded by the Company, which gave nearly \$1 million. Throughout the 11-year program, TWAP sent a total of 238 teachers to 71 schools in Ghana and 51 schools in Nigeria. Over the course of the program, TWAP provided placement of teachers in secondary schools, technical schools, teacher training colleges and universities. Subjects taught included English, French, mathematics, physics, biology and chemistry.

Teachers for West Africa - By the Numbers:

- 11 years
- \$1 million (about \$6 million today)
- 238 teachers (20 serving twice)
- 71 schools in Ghana
- 51 schools in Nigeria

TWAP was conceived by Samuel Hinkle, who worked his way up the company ladder from plant chemist in 1924 to president in 1956 and chairman in 1962. It's worth noting that the Company owned no plantations in any of the African nations from which they sourced cocoa beans; rather, they purchased beans on the open market. Hinkle simply felt it was important to give back. He said, "Even though Hershey did not have a dollar of investment in either of these two countries or any of the other cocoa producing countries, it seemed humanitarily [sic] pressing to express a joint relationship and friendship in a constructive way with each other."

In a speech Hinkle gave during orientation for the first contingent of teachers, he explained how the Company came to be involved with TWAP. Ghana and Nigeria were quality sources of cocoa beans, and the export of cocoa beans from West Africa had grown exponentially over the decades. As a result, a delegation from West Africa visited Hershey, PA. It was during this visit that

the delegates mentioned an urgent need for education in Ghana and Nigeria. This was the catalyst that prompted Hinkle to question, "Could Hershey be of help?" Hinkle, a protégé of Milton Hershey, knew that such a program would match exactly with the philosophies Mr. Hershey championed.



President Hershey Chocolate Corporation, Samuel F. Hinkle, ca. 1956-1965

Looking for a partner, Hinkle met with his longtime friend, Dr. A.C. Baugher, who had recently retired as president of Elizabethtown College (where he served from 1941 to 1961). Elizabethtown College, with its constant commitment to peace, non-violence, social justice, human dignity and civic engagement, along with its close proximity to Hershey, made it an ideal partner.

First, they conducted a study to determine feasibility and confirm the need. Dr. John O. Hershey (representing the Hershey interests) and Dr. Roy E. McAuley (representing the College) went to Ghana and Nigeria and met with many individuals to talk about the potential of the program. In their report they noted, "These people expressed satisfaction with the program and felt it would meet a great need," addressing a serious shortage of qualified teachers in Africa.

Additional consultation took place with representatives of the United Nations, Peace Corps, International Institute of Education, African-American Institute (now the Africa-America Institute) and the Ford Foundation. TWAP quickly began to take shape. The program report noted, "On November 1, 1961, Hershey Chocolate Corporation presented a letter indicating they would give a grant of \$250,000 to the College for the purpose of sending teachers to Ghana and Nigeria for the years 1962 and 1963."

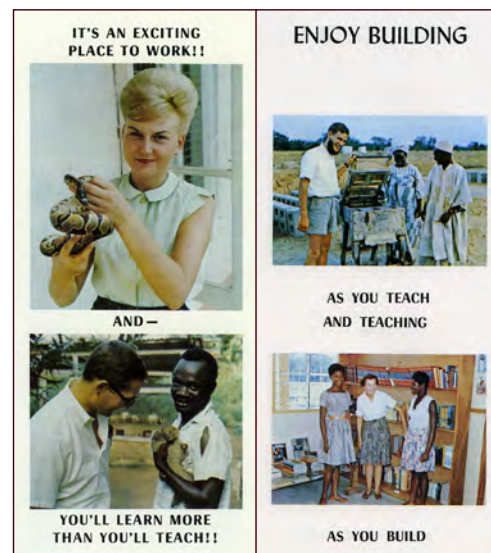
When the Hershey Chocolate Corporation made the grant offer, the College wrote in acceptance, "Elizabethtown College is happy to accept this grant because of the opportunity it

affords to help promote the spirit of goodwill and understanding among these two countries and the United States through the channel of education." The College concluded their acceptance letter with, "It is our sincere hope that this program may serve as a living example of effective cooperation by education and industry in promoting international understanding and goodwill."

The teachers were to serve in secondary schools, technical schools and teacher training colleges and universities, thus educating future educators. The intent was that these two countries could then be self-sufficient in providing education for future generations. This is similar to Milton Hershey's intent with the Hershey Industrial School (now the Milton Hershey School) – teach students to be self-supporting.

"I can't begin to express what a privilege it was for Carol and me to have been a part of TWAP—and I know that TWAP teachers have had a measurable impact all for the better in the schools where they have taught."
– Joe (and Carol) Bruchac

As evidenced in the recruitment materials and participant testimonials, TWAP was not just an opportunity for teachers to teach, but also to learn.



Pages from TWAP recruitment brochure, ca. 1964-1970

"Certainly, we, the volunteers, have gained a deeper insight into and an appreciation for cultures different from, but no less significant, than our own. Hopefully, the lessons learned will enable us to deal more kindly with others and with more understanding. I hope you will extend our thanks and our feelings to the gentlemen at Hershey who were responsible for the continued support of the program." – Mike and Lynn Noel

"I was always proud to tell the story, in Ghana, and in the States, of Hershey, a successful American Company, helping developing nations." – Larry Morgan

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LOOKING BACK *continued from page 3*

The initial grant was intended only as a two-year project; by design it was to be a short-term gesture in international goodwill and understanding. However, Hershey continued the grant process yearly based on need for teachers, and as a symbol of respect for the relationship Hershey had with the cocoa industry in West Africa. College President, Morley J. Mays, writes in 1972, “Indeed that the program has continued beyond the period initially envisaged by its founders is a gesture of generosity [seldom] equaled in the life of this institution.”

A decade after the first teachers set foot in West Africa, the Company had two main reasons to phase out TWAP. First, the Company was diversifying (becoming Hershey Foods Corporation, with a product line that expanded beyond chocolate), and felt the need to diversify its philanthropic interests as well. Second, Ghana and Nigeria were rapidly expanding their training institutions for educators, thus minimizing the need for American teachers. TWAP successfully served its purpose of providing teachers to these two West African nations during the interim period between the end of British rule in Ghana (1957) and Nigeria (1960) and the path to self-sufficiency.

The final TWAP report stated, “When the figures of this program are compared with any other program in the United States, it will be found that the cost per teacher per year is one of the lowest recorded anywhere.



President, Hershey Foods Corporation,
Harold S. Mohler, ca. 1974-1976

“The interest and concern beyond the balance sheet and P&L statement can be traced back to our company’s founder, Milton S. Hershey. It is noteworthy also that this project is an outstanding example of the private enterprise system. Its development and operation have been financed entirely within the private sector. The company is proud of its participation with Elizabethtown College in this worthy endeavor.”

– Harold S. Mohler, President, Hershey Foods Corporation

This is both commendation and praise to the foresight of the grantors of the funds [The Hershey Company] and the administrators of the program [Elizabethtown College] in making full use of the cooperative nature that should prevail in any inter-country enterprise. It belonged to all of us, it was supported by all of us, and the success of the program is the success which we can all claim.”

To this day, while no longer in operation, the program is still educating future generations. This past semester, Elizabethtown College offered a course, Archival Resources and Digital Humanities, which used TWAP as a case study. The students interviewed former teachers and created an **online exhibit**, disseminating what they learned about TWAP to

a wider audience.

More recently, in 2013, The Hershey Story Museum connected Milton Hershey students with Ghanaian students through a distance learning program called “Hershey’s Learn to Grow: Ghana Distance Learning Program.” The initiative was part of The Hershey Company’s plan to reinforce cocoa sustainability efforts by accelerating farmer and family development in West Africa, where 70% of the world’s cocoa is grown.

The Ghanaian students were located in their classroom in Assin Fosu, while Milton Hershey students conducted their class in The Hershey Story’s Chocolate Lab. The educators led the sessions together, following the same curriculum and lesson plans.

The Holidays Are Sweet in the Chocolate Lab



From Christmas wreaths to chocolate reindeer, bring the whole family to create something amazing (and delicious) in the Chocolate Lab this holiday season! Learn how cacao beans are grown, harvested and processed into delicious milk chocolate during these hands-on, interactive classes.

Forty-five minute classes are ideal for adults and children ages 5 and older. Visit HersheyStory.org for a **daily class schedule**. Tickets are available at The Hershey Story admissions desk on the day of the class on a first-come, first-served basis; space is limited. Due to COVID-19 regulations, only one family per table is allowed. Face coverings/masks are required.

Chocolate and Pretzels Christmas Wreath

Create a fun and delicious Christmas wreath by using chocolate-covered mini pretzels and festive sprinkles.



Make a Very Merry Bar

Mold and customize your own milk chocolate bar using holiday add-ins and edible decorations.

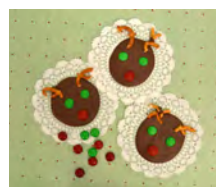


Candy Cane Bark

Layer milk and white chocolate with chunks of peppermint candy to create your own candy cane bark.

Marshmallow Mischief

Dunk giant marshmallows in melted chocolate, then roll in holiday toppings. Finish by packaging your custom marshmallow treat in a holiday package to take home.



Chocolate Reindeers

Use milk chocolate and Hershey-ets to create your own cute, edible reindeers.

A Century Later: Remembering the Hershey Department Store

Long-time Hershey residents often reminisce about the Hershey Department Store, one of the community's flagship local businesses during Mr. Hershey's time. 2020 marks a key anniversary in the history of the store. 110 years ago, the store opened in its first dedicated building on the southwest corner of Chocolate and Cocoa Avenues. Then, ten years later, it moved into the Hershey Press Building, where many have fond memories of working and shopping among the extensive departments.



Postcard depicting the Hershey Department Store and Cocoa Inn building on the southwest corner of Chocolate and Cocoa Avenues, ca. 1918



Hershey Store Company grocery department, 1916

The origins of the Hershey Store Company and Hershey Department Store began in 1907, when Mr. Hershey purchased a local store from H.D. Kreider and transferred its stock to a space in the Cocoa House. The Cocoa House, located at One Chocolate Avenue, was the first public building that Mr. Hershey constructed as part of his vision for a model town. At the time, it was also home to the Hershey Trust Company, Hershey Post Office and boarding rooms for local men. This original store location was one room, only 40 by 60 feet, and served as a green grocery and general store. It was the first Hershey-owned retail operation in the new community.



Hershey Store Company clothing and jewelry departments, ca. 1910-1920

The Hershey Store Company, as it came to be known, soon outgrew its cramped quarters. In 1909, construction began on a new location for the store on the southwest corner of Chocolate and Cocoa Avenues. By the end of August 1910, the business had completed its move to its new home. The store shared its

new building with the Hershey Inn, which was located on the second floor. In 1911, the building was enlarged to accommodate the store's ever-growing operation.

Meanwhile, across the street on the northwest corner of Chocolate and Cocoa, construction of the Hershey Press Building was underway. Milton Hershey planned to use the new facility for all of Hershey's printing needs—from the local *Hershey Press* newspaper, to Hershey Chocolate Company packaging and advertising, to professional printing services for local businesses. The Press Building was completed in 1916.

Only four years later, after Mr. Hershey's plans for the printing business did not pan out as planned, the Hershey Store Company (which was often referred to as the Hershey Department Store) began preparations to move into the Hershey Press Building. In November 1920, the *Hershey Press* advertised the "Great Removal Sale" at the Hershey Department Store—essentially a clearance sale to reduce stock in preparation for the move. A few weeks later, a two-page advertisement in the *Press* announced: "The big, new and modern store now ready for your inspection." It opened to the public for "inspection" on December 1, 1920.

At its height, the Hershey Department Store offered anything a Hershey resident might have needed. It covered three floors of the Press Building and employed well over 100 people. Departments included green grocery; meat; dry goods; men's, women's, and children's clothing; shoes; jewelry; hardware and furniture. It even included a laundry and a soda fountain, where employees of the Hershey chocolate factory would frequently take their lunch breaks. There were even special events such as fashion shows to display the newest apparel. As Jo Brown remembered in her oral history interview, "It was a wonderful store, and it covered everything that you could possibly think of wanting." Vera Albert said, "Oh, the department store was beautiful. It just had a little bit of everything. We liked that."

In fact, memories of visiting and working in the Hershey Department Store are a common theme in the Hershey Community Archives' oral history collection. Frank Edris, who worked for the Hershey Department Store from 1917 to 1968 in the display department, said, "I kind of liked my job there, because it was creative and I was treated very good and I was left alone so far as working out ideas."

Jo Brown, another employee, remembered the unique system of pneumatic tubes used to pay for purchases:

"You totaled [the customer's] bill. They paid for it. You put it in a container, the bill and the money, and you sent it through a tube system, which came to the credit office, which was on the east side of the building on the second floor. They gave you the change and sent this back through the tube system, and you gave the customer their change and their purchases ... No matter what you purchased in the Hershey Department Store, it went through those tubes ... the tubes went up from your department, up to the ceiling, and then across to the credit office."



Hershey Department Store, located in the Hershey Press Building, 1930

The Hershey Department Store closed in September 1973. Two other department stores, Bowman's and Poser's, leased the space for short periods. However, the Hershey Press Building found its new renaissance in 2005, when Hershey Entertainment & Resorts Company (formerly Hershey Estates, which owned the Department Store) moved their corporate offices to the building. Then, in 2006 and 2009, Houlihan's and Devon (respectively) opened on the first floor.

While many may mourn the closing of the Hershey Department Store, its physical location has continued on in its role as the center of downtown Hershey. As Warren Foley remembered in his oral history, "The Hershey Department Store on the corner [was] sort of the center of everything." A century after its opening in the Hershey Press Building, it's easy to see the spirit of the first Hershey retail operation as the center of the bustling surrounding community.

Introducing...

JOLLY BREW AT Tastings

'Tis the season to be jolly! Celebrate the holidays at Tastings with the new Jolly Brew, a festive hot drink flavored with peppermint, vanilla and white chocolate. This creamy drink is topped with marshmallows, then decorated with crushed peppermint and sprinkles. So good, it's Santa's favorite drink! Available beginning November 27. \$7 per drink



HISTORY OF HERSHEY'S KISSES STREETLIGHTS

The Hershey's Kisses streetlights, 59 wrapped and 56 unwrapped, were originally installed in 1963, each illuminating a part of downtown Hershey. Before then, ordinary street lights lined Hershey's downtown streets.

"Hershey Chocolate Corporation President Samuel Hinkle wanted to improve downtown lighting but wanted something unique," said Valerie Seiber, senior manager of collections and exhibits. "He didn't want it to look like lighting in other towns."

Chocolate company electrical engineer, Donald Chubb, was asked to help with the project. "It was Chubb's idea to use the conical Kisses shape," said Seiber. "Line Material, General Electric and Westinghouse all developed prototypes. Line Material's prototype of a wrapped Kisses shape was made of aluminum and was the clear favorite. Hinkle asked if the plume could be made to spin like a weathervane and Line Material delivered." Because of Hinkle's connection to the project, the lights became known as "Hinkle's Twinkles."



Hershey's Kisses streetlight at the corner of Chocolate and Cocoa Avenues, 1990

Today, there are 115 Hershey's Kisses streetlights along Chocolate and Park Avenues. They also illuminate the entrance to Hershey's West plant.



Hershey's Kisses streetlights in front of the factory along Chocolate Avenue, ca. 1963-1973

The Hershey Story: The Sweetest Selfie Spot in Town!

How do you know you've arrived in Hershey? Just look up! Visitors and locals alike love the famous Hershey's Kisses streetlights.

Now is your chance to see these enormous lights up close – and get a sweet selfie! An actual Hershey's Kisses streetlight is now on display in the Museum Experience at The Hershey Story.

The display was formerly located at Hershey's Chocolate World from 1990 to 2006. Special thanks to GTP Corporation for loaning it to the museum.



Ho Ho Holidays at Hershey Gardens!

Hershey Gardens is decking the halls this Christmas season! Guests can enjoy the popular red and white poinsettia tree in the Conservatory, as well as other festive touches throughout the building. Even the butterflies will be joining in on the holiday splendor, as the Atrium is decorated to celebrate the holiday season.



Special thanks to our generous poinsettia tree donors:

- Jack & Joan Bishop
- Bill & Carol Christ
- Peter & Lauren Daems, In Honor of Elaine Barner
- Tom Davis
- Peter & Judy Dillon
- Walter & Trish Foulkrod
- All About Hershey/Jim & Sue George
- M. Diane Koken, In Honor of The Amazing Milts
- Maria Kraus
- Joe & Dee Lewin
- Vincent Rudisill
- Lou & Ashie Santangelo
- Bill & Holly Simpson
- David Tacka
- Nancy Zimmerman, In Memory of Richard Zimmerman



Candy Cane Cottage

Open 9 a.m. to 4 p.m. on December 4, 5, 6, 11, 12, 13, 18, 19, 20, 26, 27, 28, 29, 30, 31

Hershey Gardens is making the holiday season a little sweeter with the new Candy Cane Cottage! The whole family can experience the whimsy of giant candy canes and the beauty of twinkling Christmas trees in the snow. It's the perfect indoor Winter Wonderland with a sweet surprise -- candy for the kids!

Candy Cane Cottage is located in the former Gift Shop, outside and to the left of the Conservatory. Included in admission; free for members. Hazardous and icy conditions may require temporary closure.

Live Holiday Music in the Gardens

11 a.m. to 1 p.m. on December 5, 6, 12, 13, 19, 20, 26, 27, 28, 29, 30, 31

Come experience the serenity of winter and the joy of holiday music in the Gardens. The festive live music will be played in the Gazebo, weather permitting. Bring a chair and a blanket, and stay awhile. Social distancing required. Included in admission.



Featured musicians:

Christian Yeager Music: December 5, 6, 13, 19, 20, 28, 29, 30, 31
 Canticle Handbell Quartet (Palmyra Church of the Brethren): December 12
 Grant Wareham and Derry Presbyterian Instrumental Ensembles: December 26, 27

Winter Garden Hunt

New this year, families can participate in this fun outdoor activity. Simply pick up a free guide at admissions, then locate and identify specific animal "tracks" painted on the garden paths. Included in admission.



Join us via Google Meet for a Virtual Wreath Workshop, Fresh Wreath Kit Included Saturday, December 5 from 1 - 2 p.m.

Celebrate winter by creating a festive wreath, perfect for the holidays! Using fresh limbs, twigs and pods pruned from the Gardens, class participants will learn how to create a stunning, long-lasting 18" wreath for their door or table. Participants can pick up their wreath kit which includes an 18" wreath form, wire, assorted greens and a bundle of natural materials to make their wreath. Virtually join our horticulturist on Saturday, December 5 via Google Meet for an interactive session to guide you in creating your wreath.

Registered participants may pick up their wreath kit at Hershey Gardens on Thursday, December 3 or Friday, December 4 between 9:30 a.m. and 4 p.m. Virtual workshop occurs Saturday, December 5 from 1 - 2 p.m. via Google Meet. A link to join the online workshop will be sent to you after registration.

Participants must provide their own glue gun, wire cutters and scissors.

Led by Jody Davey, Hershey Gardens Horticulturist

Members: \$35; Non-members: \$40

Register at [HersheyGardens.org](https://www.HersheyGardens.org) before Saturday, November 28.



Should I Worry about Spotted Lanternfly on My Christmas Tree?

by Lois Miklas, Master Gardener Coordinator and Heather L. Leach, Extension Associate



PennState Extension

Don't let the fear of spotted lanternfly on live Christmas trees spoil your holiday!

What is spotted lanternfly?

Spotted lanternfly is native to parts of Asia. It was first detected in



Berks County in 2014 and has spread to 14 counties in southeast Pennsylvania; infestations have also been found in Delaware, New Jersey, New York and Virginia. Spotted lanternfly presents a significant threat to Pennsylvania agriculture, including the grape, tree-fruit, hardwood and nursery industries, which collectively are worth nearly \$18 billion to the state's economy. Spotted lanternfly infestations also greatly reduce the enjoyment of home landscapes.

How do spotted lanternfly survive the winter?

Spotted lanternfly go through four stages from nymph to adult. The adults then lay eggs in fall, covering them with a putty-like substance; these survive the winter. New nymphs will emerge in late spring.

So, could spotted lanternfly eggs be on my Christmas tree?

It is very unlikely that spotted lanternfly would lay eggs on a Christmas tree, even if the tree is from one of the infested counties. First, spotted lanternfly are not known to feed on conifers (trees with needles and cones). Also, you can inspect the trunk and branches of your chosen tree for egg masses. If you see an egg mass, you can easily scrape it off. Penn State recommends you scrape any spotted lanternfly eggs you would see into rubbing alcohol or hand sanitizer and dispose of them.



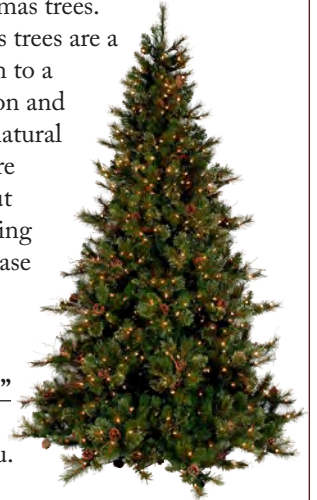
Spotted lanternfly egg mass on a tree trunk. Photo credit: Emelie Swackhamer; Penn State University, Bugwood.org

To completely allay your fears, know that spotted lanternflies are not a threat to humans, animals or homes. If spotted lanternfly eggs were to hatch in your house, the very small nymphs would quickly die.

What steps do Christmas tree growers take to make sure they are not transporting spotted lanternfly?

Christmas tree growers in all states practice integrated pest management to ensure the health of their trees and to keep pests out of your home. Growers in the spotted lanternfly quarantine area work with their state departments of agriculture to train staff and ensure that spotted lanternfly are not hitchhiking on Christmas trees.

Live Christmas trees are a beautiful addition to a holiday celebration and are a renewable natural resource. For more information about choosing and caring for a live tree, please visit "[Tips for Selection and Care of Cut Christmas Trees](#)" online at extension.psu.edu.



Your Fall & Winter Gardening Check List

The fall and winter seasons provides a pleasant change of pace from the constant care demanded by the summer garden. It is also a critical time that should be used wisely.



Those colorful leaves that are raked or vacuumed up are an excellent source of mulch for winter insulation of tree root zones. Chop or grind the leaves, then wet them so they'll stay in place - or you may be raking them again!

This is the time for planting and transplanting summer displays. Perennials that are being over-wintered should be cut back if they are limp and lying on the ground. All others, unless it makes it difficult to rake leaves, should simply be cut in early spring prior to mulching.

Fall is also a great time to tend to your equipment needs. Many garden centers mark down items prior to winter. You can even look for that new snow shovel you hope you won't need! Power garden equipment should be cleaned thoroughly according to your owner's manual, batteries removed and stored in a warm, dry place and fuel additives added to keep the fuels fresh. Oil changes, tune-ups and sharpened blades will have you ready to go on that first sunny spring day.

Your garden tools need attention too. Wooden handles can be lightly sanded and treated with a penetrating oil stain. Tool heads can be cleaned with water and a stiff brush. Rust can be removed with a scraper or wire brush, followed by a protective coating.

Finally, while shopping for tools and equipment needs, don't forget to buy some bulbs to plant and bird seed for your feeders!



Hershey Gardens Offers Tribute Dedications to Celebrate and Remember

Whatever distinctive dedication opportunity you have, Hershey Gardens can help you commemorate it in a special way.

“We offer large and small tribute opportunities,” said Jamie Shiffer, senior manager. “Whether it’s remembering a loved one or commemorating a special occasion, we can help find a special place in the Gardens for your family to gather.”

Tribute Garden Bench



Garden benches are 5 feet long, with backs, and made of high-quality teak that is treated annually to protect and preserve it. The benches also include a bronze plaque, which is inscribed with your personalized dedication and placed on the bench. Personalized tribute benches start at \$2,000.

Tribute Trees

There are several trees available, ranging from beautiful Japanese maples to flowering cherry trees and majestic oak trees, starting

at \$750. “They are located throughout the Gardens; some are in popular guest areas, while others are located in more quiet, tranquil areas,” said Shiffer. “Families can choose between new trees, which are planted in the spring, or existing trees.” All trees are dedicated with a bronze plaque featuring a personalized message.

Historic Hershey Rose Garden Tribute



This is where it all began in 1937. “Several donors have asked about sponsoring a bed or arbor in the Historic Rose Garden,” said Shiffer. Rose beds are now available as tribute opportunities starting at \$1,000. “Most of the rose beds feature 25 to 30 rose bushes representing several varieties,” said Shiffer. “Families may select the rose bed of their choice, and then a personalized bronze plaque is added.”

Tribute Swan Lake Paver



Pavers line the perimeter of the historic Swan Lake.

Large pavers are inscribed then placed around Swan Lake, just outside the Conservatory, as guests enter the Gardens. Pavers are \$225 for members and \$250 for non-members.

All tribute dedications are tax-deductible. For more information on Tribute Dedications at Hershey Gardens, please visit HersheyGardens.org, select Support, and then select **Tribute Dedications**. For larger tribute opportunities, please contact Jill Manley at 717.298.2203.

One Life One Love: The Story of a Touching Tribute



Claudette Roca’s tribute bench was added this summer. It is located just above the Japanese Garden.

Anyone who knew Alex and Claudette Roca’s relationship knew theirs was a love story for the ages. Shortly after Claudette’s passing in early 2020, Alex contacted Hershey Gardens.

“Claudette loved the Gardens,” said Roca. “My daughters and I knew we wanted to do something there in memory of Claudette, but we didn’t know exactly what.”

In early spring, Alex and his daughters walked the Gardens with staff. “We started at the Conservatory, and made our way around the Gardens, stopping frequently to talk about tribute opportunities,” said Roca. “Then, as we were walking towards the Japanese Garden, there it was – the perfect spot.”

“It featured a graceful canopy of large trees in a quiet area,” said Roca. “We knew right away that this was the place to honor my beloved wife.”

Shortly thereafter, a beautiful bench was ordered that fit the area perfectly. It was inscribed, “One Life One Love,” the exact quote from the wedding ring Alex had given Claudette more than 60 years earlier.

The gardening staff enclosed the bench by installing a retaining wall around it using pavers. Plants complete the area.

Alex enjoys visiting the bench frequently “to visit Claudette,” he says with a smile.

New Labyrinth and Meditation Circle Honors Beloved Gardener

The family of Marcus E. Sanford II and gardening staff create meaningful tributes in his memory

In September 2017, beloved gardening staff member Marcus Sanford unexpectedly passed away at age 39 from an underlying health condition. His parents, Robert and Cathy Sanford, were left grief-stricken. After a few months, they began to explore ways to create a memorial in his honor.

“The Sanfords contacted us to ask if we would work with them on creating a tribute to Marcus at Hershey Gardens,” said Bill Kieffer, operations manager. “We instantly thought of the Rock Garden and all the things Marcus would have enjoyed having in his favorite part of the garden. They loved that idea.” And so began two years of planning, creating and building.

“Before Marcus passed, he and I were working through significant stormwater issues in the Rock Garden,” said Kieffer. “So we started his memorial by finishing this project. We created a 100-yard swale east of the garden to redirect the water and then added a foot bridge.”

The Sanfords and the gardening team continued working together to determine what else could be added to the gardens to best represent Marcus. “He was a quiet guy; he was calm and reserved,” said Kieffer. They decided on a meditation circle near the Rock Garden in the Arboretum. “We chose that spot because it is the most tranquil part of the garden, and it connects to the new Arboretum Trail,” said Kieffer. The meditation circle features 13 limestone rocks from the Lehigh Valley. Each rock is about 3 feet wide and weighs approximately 1,000 pounds.

Next, a 20 foot wide concrete labyrinth was added to the center of the Rock Garden. “The Sanfords loved the idea of guests quietly walking the path,” said Kieffer. “It’s been great watching guests use it, but it’s also fun to see kids enjoy it as a maze.”

“Marcus was a great guy; he was a friend to everyone,” said Kieffer. “Creating these tributes in his memory was therapeutic for the whole team.”



The labyrinth is an ancient symbol used for meditation and reflection. Users are encouraged to walk the path slowly, with a quiet mind.

THE **M.S. HERSHEY** FOUNDATION

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Dear Members and Friends,

Many of Milton Hershey's values have inspired us over the years. But this year, one quote in particular seems more powerful than ever before: "One must have a reasonable optimism. It is the force that makes the world go."

Indeed, 2020 has been a difficult year for Hershey Gardens, The Hershey Story, Hershey Theatre, and countless other non-profit organizations. But through kindness, resilience - and optimism - we continue to work through the financial challenges brought on by the pandemic and the significant loss of income from reduced admissions and cancelled fundraisers.

Despite closing our doors at the Gardens and Museum in March, April and May, our staff continued on, determined to care for Mr. Hershey's legacy assets. Whether it was lending a hand in the garden, or assisting in virtual education, everyone rallied to find alternate ways to carry out Mr. Hershey's mission.

It was during this time that our community stepped up. Many members graciously renewed their memberships while we were closed. Several businesses generously sponsored our cancelled fundraisers. This kind of unwavering support was amazing to experience. It was truly a testament to Mr. Hershey's legacy of giving.



As we prepare for the coming winter and spring, we remain grateful, but we still need your support as we continue to navigate our way through this challenging time. Please consider making a donation at MSHERSEYFOUNDATION.org, HERSHEYSTORY.org or HERSHEYGARDENS.org. All donations are fully tax deductible.

We thank you for your support. Stay safe and healthy.

Sincerely,

Don Papson
Executive Director
The M.S. Hershey Foundation



Photo courtesy of Beth Behm

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It's always the right size, and always the perfect color. A year-long Hershey Gardens gift membership means unlimited, free admission to the Gardens' stunning 23 acres, as well as the indoor Butterfly Atrium. Memberships begin at only \$50. Order online at HersheyGardens.org.

Holiday Special: Order a gift membership before December 16 and receive a festive holiday gift tin, perfect for the new membership card!