Good Person

* Encouraged marriage between Russian men and Native women (Ritter, p. 38)
* Married a Native woman and had 2 children in Alaska (Ritter, p 38) – changes her name to Russian name – marries her in Orthodox Church (Jeffrey, p. 27)
* Established schools for Native children (Ritter, p. 38, Jackstadt and Huskey p. 25)
* “treated people of Kodiak fairly and learned their dialects earning their respect and loyalty” (Jeffrey, p. 25)
* “Baranov was sympathetic to the Aleuts, learned their language, and was tactful and friendly in his dealings with them.” (Jackstadt and Huskey, p. 28)
* Eventually marries the native girlfriend in Orthodox Church (Jeffrey, p. 27)
* “Imagine the poor natives making this journey” (letter, Baranov to Shelkov, 1795)
* “The leader of the Russians was more than sympathetic” (Jackstadt and Juskey, p 13)
* Mixes mercury with wine to cure his men (letter, 1795) “I have rescued them from death”
* Improves the colony by sending drunkards back to Russia (Letter, 1794)
* Sends “turbulent settlers” – letter 1794

Good Businessman

* “In seven years he had eliminated all competitors and secured the entire South Alaskan coast” (Ritter p. 38)
* Established schools for native children (Ritter, p. 38, Jackstadt and Huskey p. 25) – taught in Russian
* Profitable years 1813-14 (Ritter, p. 39)
* “The man who more than any other helped Russia tap the New World’s riches” – Ritter, p 39)
* Russia had business forts from Alaska to California (Ritter, p. 39)
* Established 24 posts, increased colony by 1/3, made shareholders wealthy (Jeffrey, p. 24)
* Strict manager (Jeffrey, p. 25) but adds industry and increases trade
* Moves colony for more land, resources, anchorage (for big boats) (Jeffrey, p. 25)
* “Baranov was not a normal man. He was bold and daring!” (Jackstadt and Huskey, p. 20)
* “Workload was heavy, the pay nominal, and his word the law” (Jeffrey, p. 24)
* Established a bronze and brass foundry, glass factory (Jeffrey, p. 25)
* “Within 3 years, the settlement looked like an established community with extensive vegetable gardens, docks, warehouses, barracks, private houses, an iron forge, a brick-making factory, and many workshops” (Jeffrey, p. 25)
* Uses violence when necessary to get people to work (Jeffrey, p. 27), stops beating natives to avoid his labor force committing suicide.
* Sends drunks back to Russia (letter, Shelhikov to Baranov 1794)
* Complains just enough to get more more men (letter, Shelhikov to Baranov, 1794)
* Refrains from fighting Americans, French, British to save his men (letter, 1794)
* Sends “turbulent settlers” to other locations (letter 1794)
* Accidentally kidnaps two girls but gets money and information (letter, 1795)
* Has 1500 natives working for him (letter, 1795)

Bad Person

* Married a Native woman while he was already married to a Russian woman (Ms Parnell, 9 March)
* Established schools for native children – (Ritter, p 38) – Taught in Russian – loss of culture
* Declares himself “LORD of ALASKA” (Ritter, p. 39)
* Establishes churches and forces children to become Russian Orthodox (Jeffrey. P. 25)
* “Baranov regarded the life of an Aleut as nothing” (Jeffrey p. 25)
* Beats the natives (Jeffrey p. 27)
* Mistreated the natives (Jackstadt and Huskey, p. 27)
* “gains come at the expense of others” (Jeffrey, p. 24)
* “Within 3 years, the settlement looked like an established community with extensive vegetable gardens, docks, warehouses, barracks, private houses, an iron forge, a brick-making factory, and many workshops” (Jeffrey, p. 25) –
* During Battle of Sitka, many natives died and he didn’t care (Jackstadt and Huskey)
* Uses violence when necessary to get people to work (Jeffrey, p. 27), stops beating natives to avoid his labor force committing suicide.
* Forces Natives to wear Russian military clothing (Letter, 1794)
* Accidentally kidnaps two girls but gets money and information (letter, 1795)
* Starves the Orthodox monks (letter, 1795 Archimandrite)
* The hunting party in baidarkas is getting smaller every year and in summertime the villages are almost abandoned” (letter 1795)

Bad Businessman

* Consumed a lot of alcohol (Ritter, p 39) – might affect decision-making
* Spent one winter drinking (Ritter, p. 39)
* Beats his workforce (native labor) (Jeffrey P. 27)
* Kills, drowns, etc. 750 natives in 13 years (Jeffrey, p. 27)
* Complains about his boss to the Government (Letter, Shelhikov to Baranov, 1794)
* Killing off most of his labor force (Natives), (letter, 1795)
* Ignores the fact that his men are making alcohol (letter, 1795)
* Dresses his hunters in Russian military uniforms to impress foreigners (letter, 1794)
* “I see nothing good in his business management.” (Archimandrite Ioasaf letter, 1795)
* Making his own alcohol barrels full of alcohol (letter 1795)