

LEADERSHIP PROFILE



President, Atlanta History Center Atlanta, Georgia

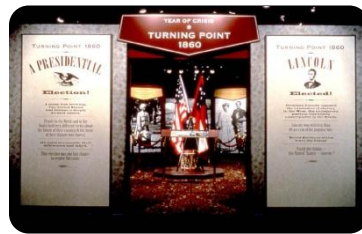
The Atlanta History Center connects people, history, and culture.

-- Atlanta History Center Vision Statement

THE ORGANIZATION

In 1926, a group of civic-minded community leaders chartered the Atlanta Historical Society to help preserve the city's history. Over the years, the organization grew significantly in both scope and size, acquiring more than 3.5 million books, letters, photographs, maps, prints, and drawings in its Archives. In 1990, all of its holdings officially became known as the Atlanta History Center. Nationally recognized today as one of the country's most important historical institutions, the History Center is known for its extensive collections, historic homes, and spacious grounds and gardens.

Atlanta History Center's main 33-acre campus houses the Atlanta History Museum and Centennial Olympic Games Museum; two historic houses - the Swan House and Tullie Smith Family Farm; six historic gardens; and the Kenan Research Center. AHC also owns the Margaret Mitchell House, located off-site on the Midtown campus, which has an award-winning literary center. Each of the historic houses is listed on the National Register of Historic Places. Collection highlights include the Civil War and Military Collection, featured in the permanent exhibition, *Turning Point: The American Civil War*; the Decorative Arts and Material Culture Collection with over 7,000 artifacts from the 19th and 20th centuries; the Urban History Collection, which documents the people, organizations, businesses, and developments that shaped metropolitan Atlanta;



"building strong foundations for nonprofits" ³³

the Textiles and Social History Collection; and the Centennial Olympic Games Collection. Exhibitions are put together on topics of both local and national significance.

Recent exhibitions have included: *I Have a Dream: The Morehouse College Martin Luther King Jr. Collection*, and *Benjamin Franklin: in Search of a Better World*. Current exhibitions include *Ain't Nothing Like the Real Thing: how the Apollo Theater Shaped American Entertainment*, which examines the rich history and cultural significance of the legendary Harlem theater, and *War in our Backyards: Discovering Atlanta, 1861-1865*, which challenges visitors to consider their personal connections to a war that was literally fought in their own backyards.



Each year, the Atlanta History Center serves 250,000 visitors, including 60,000 school children. School tours of signature and traveling exhibitions, interactive programming, and curriculum resources are designed to highlight major themes in Georgia studies and U.S. history. Students are encouraged to explore diverse stories about the past, participating in hands-on study for all grade levels.

MISSION

The Atlanta History Center through its collections, facilities, programs, exhibitions, and publications preserves and interprets historical subjects pertaining to Atlanta and its environs and presents subjects of interest to Atlanta's diverse audiences

The History Center recently kicked off a \$27.4 million capital campaign, which will allow it to offer a richer, more meaningful experience to meet the needs of today's and tomorrow audiences. Funding priorities include:

1. Launching a new, dynamic exhibition about the history of Atlanta: *The Atlanta Story: A Brave and Beautiful City*;
2. Creating a welcoming entrance and grounds, and transforming the museum to better serve large and diverse 21st century audiences; and
3. Adding \$5 million to the History Center's endowment.

The History Center has an annual operating budget of \$6 million, with a full time staff of 65 people. For more information about Atlanta History Center, visit the website at: www.atlantahistorycenter.com.

THE OPPORTUNITY

During the past few years, the Atlanta History Center has established a strong financial plan, created a museum Master Plan, invested significant resources in

improving the gardens and grounds, made extensive renovations to the Swan House and Tullie Smith Farm, and initiated a major capital campaign. The History Center is now well positioned for a visionary new President to lead it to fully utilize all of its potential, inspiring its audiences and expanding its resources. At this critical juncture, three priority areas for the new leader are of particular interest to the board:



- Engage Atlanta more deeply in the mission of the History Center, serving as a highly visible public face and advocate and making sure the work is known, valued and supported
- Be an effective fundraiser, actively partnering with the campaign co-chairs to complete the campaign successfully, and building the annual fund and the endowment.
- Lead the museum, bringing innovative ideas about interpretation of the collections and exhibits and developing programs that will engage younger visitors and be responsive to a diverse audience.

THE RELATIONSHIPS

The President will report to the Board of Directors and manage direct reports, as well as relationships with high-level volunteers and donors.

Reports to:	Board of Directors
Manages direct reports:	<ul style="list-style-type: none"> • Executive Vice President • Chief Operating Officer • VP of Development • VP of Marketing and Communications • VP of Properties • Administrative Assistant
Other key relationships include:	<ul style="list-style-type: none"> • Board of Directors • Board Committees • Current and prospective donors • Coxe Curry & Associates, fundraising consultant • Community leaders and elected officials

THE LOCATION

The Atlanta History Center's main campus is located on 33 acres in the historic Buckhead area of the city. Atlanta is a world-class, modern city with a dynamic history. Regularly cited for its livability, the metro Atlanta area is home to over five million residents.

Incorporated in 1845, Atlanta today is a major business city and the primary transportation hub of the southeast, with the world's busiest airport and the headquarters of 11 Fortune 500 companies including The Home Depot, UPS, Coca-Cola and Delta Airlines. The city is also home to major educational institutions, including Emory University, Georgia Tech, Spelman College and Morehouse College; and nationally prominent nonprofits such as CARE, American Cancer Society and Habitat for Humanity International. For more information, go to www.atlanta.net.



THE RESPONSIBILITIES

The responsibilities of the new President will fall into four principal categories:

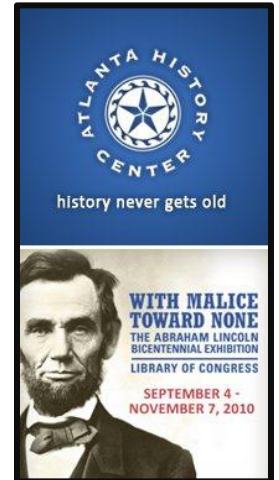
Tell the History Center's story. The President will be a leader in the Atlanta community and a known face to the public, building a sense of identity that visitors and donors can connect with. Representing the History Center in an articulate way both in Atlanta and the museum world is critical to building the public profile of the institution and fostering deeper community engagement. The new leader will be expected to participate in key community events as the History Center's representative and build the public's perception of the museum as an integral part of life in the city, deserving of strong support.



Inspire the community to support the History Center. The new President will be the lead fundraiser, with responsibility for getting in front of donors, assuring the success of the capital campaign, and raising major gifts for annual needs and the endowment. The right leader will be skilled at expanding relationships and will enjoy attracting support and working with donors. A focus on building each of the revenue lines: earned, contributed and endowment, is required to achieve the History Center's goals.

Lead the museum and run the business. The new President will establish a clear vision and strategies for how to reach a wider audience, and take the lead in implementing the plan and making it a success. The new leader will both respect the abilities of the experienced and committed staff, and challenge them to accomplish their full potential as individuals and as a team. Spending time getting to know the staff and volunteers and gaining a full understanding of the institution will be critical.

Work closely with the board to achieve the History Center's goals. Forming a strong working partnership with the board and gaining their full confidence will be critical to the new leader's success. The President will be expected to keep the board well informed about current issues, opportunities and challenges, with a spirit of openness and candor. Active involvement in fully engaging current board members and recruiting the next generation of board members are key responsibilities of the President.



THE CANDIDATE

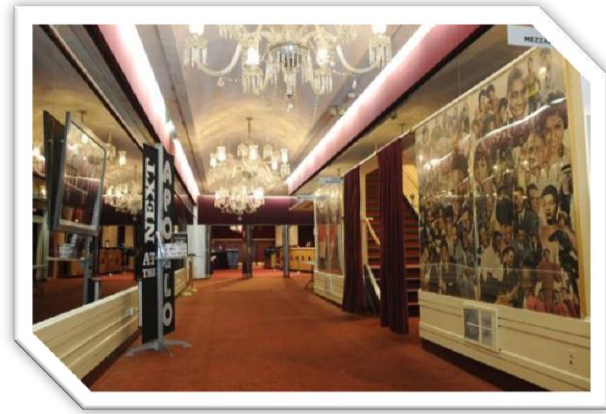
Atlanta History Center is an equal opportunity employer, and is seeking a diverse set of compelling candidates for formal consideration. We are seeking candidates for President with a proven record of leadership in either a business or non-profit setting.

Assets being sought include:

- An experienced leader who is energized by the potential of the Atlanta History Center and is passionate about taking it to the next level
- Proven effectiveness in leading capital campaigns and raising major gifts from individuals, corporations and foundations
- Strong business skills, a good steward of financial resources who is experienced in managing in a lean operating environment



- Has credibility with passionate donors, appreciates their involvement, and enjoys engaging them in the work
- Passionate about history, will inspire external and internal audiences about the importance of Atlanta History Center's mission
- Strong interpersonal skills, likeable, enjoys meeting and greeting
- Creative and entrepreneurial, sees beyond the day-to-day
- Experienced at managing a talented team that is motivated to excel, and engages staff from the bottom up as well as the top down
- Politically astute
- Sound judgment, prepared to make tough decisions balanced with the diplomatic skills to help others buy in
- Sense of humor, gregarious
- A Master's degree is preferred



For potential consideration or to suggest a prospect, please email

AHC@BoardWalkConsulting.com

or call

Margaret Reiser or Joan Schlachter at 404-BoardWalk (404-262-7392.)

For the current status of this and other searches, please visit

www.BoardWalkConsulting.com

