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For Immediate Release

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### **Public Museum Appoints President/CEO**

The Public Museum announced today the appointment of Dale A. Robertson to the position of President and CEO of the Museum, effective immediately. Robertson will have overall responsibility for museum operations including community and donor relationship building; strategic planning; exhibit, event, and program planning; budgeting; and oversight of day-to-day activities. Mary Esther Lee, Museum Director, will report directly to the President.

The position of President was created during the merger of the institution's Foundation and Friends organizations in 2003. The two support organizations united in anticipation of taking on full management and financing duties from the City of Grand Rapids, which occurred July 1, 2006. The Chairperson of the Friends Foundation, Dan Gaydou, has been serving as the volunteer President of the Museum since that time. With this selection of a chief executive officer, Gaydou's role will be to continue to serve as Chair of the Foundation.

"The Public Museum occupies an important role in our community", Gaydou said.

"Dale's appointment expands our capacity to grow the Museum and chart a course for the future. It is the intention of the governing board that this Museum be an even more vital, active participant in the educational and cultural experience of the community. Dale brings to this job many years of experience with the Museum and considerable ties to the community which will enhance our ability to grow much needed funding for our long-term needs."

Robertson has been active with the Museum serving as a member of the Foundation board for 8 years, including chair of the development committee and as chair of the board. Robertson previously worked 19 years in management and executive positions at Blue Cross Blue Shield of Michigan, most recently as Vice President, West Michigan. He and his wife Sonja and 4 children make their home in Cascade Township.

The Public Museum was founded in 1854, and has served as a premier educational institution in the West Michigan area since its inception. The main public facility of the Museum is the Van Andel Museum Center on the Grand River at Pearl Street in downtown Grand Rapids, which includes the Roger B. Chaffee Planetarium. Other Museum properties include the Voigt House Victorian Museum at 115 College Ave. SE, and Collections storage at the Community Archives and Research Center on Jefferson Ave. The Museum also administers the Norton Mounds, a National Historic Landmark.

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