



Bay Area Discovery Museum

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NEWS

FOR IMMEDIATE RELEASE

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RICHARD WINEFIELD STEPS DOWN AS EXECUTIVE DIRECTOR OF BAY AREA DISCOVERY MUSEUM

Sausalito, CA – The Bay Area Discovery Museum announced today the resignation of Executive Director Richard Winefield, effective August 31, 2011.

“After five great years, I have decided it is the right time to leave my position as Executive Director of the museum,” said Mr. Winefield. “Maneuvering us through the recession has been a challenge, but thanks to a great staff and loyal supporters we’ve weathered the situation well. Planning for the Museum’s Center for Childhood Creativity has accelerated, which provides me with a real sense of satisfaction and accomplishment. I plan to take some time to consider a number of options, and to turn my attention to some new opportunities.”

Before joining the Bay Area Discovery Museum in September 2006, Mr. Winefield was Vice President for Interactive and Educational Services at KQED. He has also served as CEO and Superintendent of Schools for the Orinda Union School District and the Assistant Superintendent of Schools for the Oakland Unified School District, and has also worked in the private sector as a consultant focusing on organizational strategy and M&I integration. He holds a Doctorate in Administration and Social Policy from Harvard University and is the author of several articles and books.

President of the Board of Trustees Bert Galleno said, “On behalf of our Museum family, I thank Rich for his commitment to our mission centered on childhood creativity as well as his resolute focus on the experience of our visitors and membership. We are fortunate to have had an executive director who could steer us through these formidable past few years and position us to emerge with exciting momentum.”

Chair of the Board of Trustees John Park said, “Rich Winefield has made invaluable contributions during his tenure at the Bay Area Discovery Museum. Under his leadership, the Museum has expanded its patronage via the Connections program to include underprivileged children, it has become a thought leader through its Discovery Forum in early childhood creativity and development, and it will further such efforts via the newly established Center for Childhood Creativity.”

The Board has put a formal plan in place to ensure a seamless leadership transition. Karyn Flynn, incoming Chair of the Board of Trustees, will serve as interim Executive Director on an indefinite basis following August 31st. Trustee Elizabeth Rieke will continue to lead the plans for the Center for Creativity and Trustee Melissa Norris will chair the Search Committee for Mr. Winefield’s successor.

The Search Committee has defined a formal process to identify a top tier, high quality professional, with the credentials and experience requisite for a role such as this, including a dedication to early childhood development and education, excellent leadership skills and proven fundraising experience. For more information, please contact Melissa Norris via the Museum at (415) 339-3918.

About the Bay Area Discovery Museum

With its panoramic views of the San Francisco Bay and one-of-a-kind location at the foot of the Golden Gate Bridge, the Bay Area Discovery Museum is unique among the world's leading children's museums. Since its inception twenty years ago, our mission has been to develop the many facets of childhood creativity, by emphasizing open-ended, child-directed, discovery-based play, in which there are infinite ways to play, discover, and create. We serve children and families from all cultures and communities throughout the Bay Area, providing a systematic program of best-practices and unrivaled resources: 1) A 7.5 acre indoor-outdoor campus; 2) A safe, child-centric environment; 3) Hands-on exhibits and expert-guided workshops in the arts and sciences; 4) Aggressive outreach to children and families in under-served communities, where the need for creative development is most acute; 5) Multi-cultural programs that celebrate the Bay Area's varied cultures and communities; and 6) A platform for advocacy and thought leadership in childhood creativity and its lifelong benefits. In a global society where change is radical, constant and accelerating, creativity is an imperative for success. The future of the Bay Area resides in its children and youth. The Bay Area Discovery Museum is committed to that future, and to nurturing future generations of creative thinkers and innovators. Play, Discover, Create!

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