

Elaine L. Reed, MPA
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Elaine Reed, President & CEO of Naples Historical Society, possesses 25+ years of strategic marketing management and economic development experience in the U.S. private sector and on U.S.A.I.D.-funded non-governmental and nonprofit projects in Central and Eastern Europe and the former Soviet Union. While overseas she lived in Albania, Armenia, Hungary, and Ukraine.

Under Elaine's leadership (2007-present), Naples Historical Society has experienced unprecedented program and organizational growth. She recognized the need to define and create an organizational infrastructure that has long-term value to the community, re-align its mission, build the Society and its brand, generate greater community credibility with relevant preservation initiatives, and demonstrate this through educational impact and community approval. The Endowment was \$0 and is now over \$5.2MM.

Elaine's most recent significant contribution is the creation and execution of the Naples Historic District Preservation Initiative. This work considered the tumultuous 30-year history of preservation efforts in Naples, and was crafted based on a line of reasoning and insights that affirm the reality of the economic climate in the Naples' market. The initiative reflects the breadth of what truly constitutes historic preservation. This is a current work in process and needs the vocal support of the community in order to move forward.

She earned an MPA in Nonprofit Management from Hodges University and an undergraduate degree in Marketing from the University of Cincinnati. Her credentials include the original writing of a book called *The Art of Marketing*, which was translated and published for national distribution in Albania and other Eastern European countries. She also contributed to the publication of a U.S. college-based book to be used for case studies, *The Manatee vs. the Local Economy* (still sells on Amazon). Having owned a business for several years, she appreciates the demands of running a business, profit or nonprofit.

Currently, she is serving on the Historical & Archeological Preservation Board of Collier County; the Hodges University Johnson School of Business Curriculum Advisory Board, the Gulf Coast High School Engineering Advisory Board, and she volunteers for Junior Achievement. She is a graduate of Leadership Collier Class of 2013. Volunteering is a passion she encourages for everyone including her 15-year old son, Carter. Conversational in Italian and fluent in Albanian, she maintains her language skills with anyone willing to chat. Naples has been her home since first arriving in 1999.