

Elaine L. Reed, MPA
President & CEO
Naples Historical Society, Inc.
239-261-8164
EReed@NaplesHistoricalSociety.org



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 upon her hiring was \$0 and is now \$7 million.

Elaine's most recent significant contribution is the creation and advocating of the Naples Historic District Initiative. This work concerns maintaining historic character for designated historic contributing structures in the District, and it ends the tumultuous 30-year history of preservation and rehabilitation efforts in Naples. This is a current work in progress and is nearing completion and agreement with the City of Naples.

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 textbook 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 non-profit.

Currently, she is serving on the Historical & Archeological Preservation Board of Collier County; The Florida Bar Twentieth Judicial Circuit Grievance Committee B; and the Hodges University Johnson School of Business Curriculum Advisory Board. She is a graduate of Leadership Collier Class of 2013. Conversational in Italian and fluent in Albanian, she maintains her language skills with anyone willing to chat. Naples has been her full-time home since 1999.