

Elaine L. Reed, MPA
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Elaine Reed, President & CEO of Naples Historical Society, possesses three decades 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 Reed's leadership (2007 – present), Naples Historical Society has experienced unprecedented program and organizational growth. During her tenure, Reed re-built the organization, created several preservation initiatives to benefit the community, leads the Board in long-term strategic visioning and planning, and has ensured the Society's role as the Central Voice of Naples History.

All initiatives are widely considered to be vital to preservation, and three descriptions follow: The District Initiative resulted in major legislation and service-delivery overhauls at the City of Naples, rendering the rehabilitation of historic houses less complicated, and in fact, even user-friendly. This ended the tumultuous 30-year history of preservation and rehabilitation efforts in Naples. The Repository Project refers to the long-term goal to digitize the Society's entire archival collection, ultimately enabling free access to anyone interested in local history; this is a major work still under exploration. Protection of Historic Palm Cottage™ is the Society's promise to the community, and the March 2021 purchase of an adjacent property solidifies this commitment. This \$4.2 million endeavor will enhance the Cottage's position as the Portal to Naples History.

Achievement is measured in many ways, and Society numbers are available to anyone interested. One specific measurable factor of accomplishment is the endowment, which Reed named the *Mary S. Smith Chairman's Council*. When Reed was hired, the endowment was \$0 and is now \$7.8 million.

Reed 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 Florida Bar Twentieth Judicial Circuit Grievance Committee B, the Board for the Center of Critical Thinking (CCT), and volunteers with The Immokalee Foundation. She has a long track record of other Board and volunteer posts throughout her career. She is a graduate of the Greater Naples Chamber of Commerce Leadership Collier Program (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.