

Elaine L. Reed, MPA  
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Elaine Reed, President & CEO of Naples Historical Society, possesses over 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 abroad she lived in Albania, Armenia, Hungary, and Ukraine.

During her eight-year tenure overseas (which began with a two-year stint in the business development program of the U.S. Peace Corps), she led the formation of and sustainability planning for many non-governmental associations and other country-wide economic empowerment projects. Business plan assessment, writing, implementation, and evaluation were (and remain) central to her work.

Under Elaine's leadership at Naples Historical Society (2007 – present), the organization has experienced unprecedented growth. She re-built the Society, which included fostering a dynamic Board of Directors, crafting all initiatives and educational programming, winning valuable historic rehabilitation legislation, creating recognized branding, building productive community collaborations, safeguarding the Society's fiscal integrity, and steering all fundraising campaigns.

One major feat is the purchase and adaptive rehabilitation of an historic property adjacent to Historic Palm Cottage to become a permanent museum display, called the Smith Exhibit Hall. This property will be surrounded by a walking path with informative history stations and matured fruit trees. This remarkable \$4.2 million acquisition will protect Palm Cottage in Perpetuity. Another impressive project featuring oral histories from the community's old-timers won a Telly Award. Every metric is salient, but a final measure of accomplishment is the Society's endowment. When Elaine was hired, the endowment was \$0 and is now \$7.8 million.

She continues to lead the Society's long-term strategic and sustainability planning processes. Under her tutelage she has ensured the Society's role as the Central Voice of Naples History, and Historic Palm Cottage as the Portal to Naples History.

Elaine 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 distribution in Albania. 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).

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. As a tribute to her global travels, she teaches English as a Foreign Language. She is a graduate of the Greater Naples Chamber of Commerce Leadership Collier Program (Class of 2013). Elaine has a long track record of other Board and volunteer posts. 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.