

## **Team of National Business, Museum Experts Engaged to Assist The Leonardo**

--Management Also Working with Salt Lake City Administration, City Council

SALT LAKE CITY, Sept. 20, 2007—The Leonardo has gathered a team of local and national leaders from both the business and museum communities to help shape its business and operations plans.

The Leonardo is an art, culture and science center being developed in the old main library in downtown Salt Lake City. With the help of Gyroscope Inc., a nationally-recognized exhibits design firm, and Leichliter Associates, an audience research firm, The Leonardo has been developing a first-of-its kind visitor experience model designed to speak to the wants and needs of current-day visitors.

“The new model The Leonardo is developing demands new approaches to the way we organize and operate this project,” said Executive Director Mary Tull. “By evaluating best practices from both the museum and business sectors, and engaging this team of incredibly skilled and creative experts, we are developing plans to ensure we can deliver a compelling experience for visitors that is also financially sustainable.” The Leonardo’s national and local advisors include:

### **National Advisors**

Patrice Lagro, executive director, Marion Koshland Science Museum, Wash. D.C.  
Nancy Stueber, executive director, OMSI, Portland, OR  
Alberto Meloni, president, Exploration Place, Wichita, KS  
Charles Howarth, principal, Gyroscope, Oakland, CA  
Betsy Leichliter, principal, Leichliter Assoc., New York, NY

### **Local Advisors**

Michael Keene, assistant professor, MBA program, Westminster College  
Dinesh Patel, managing director, VSpring Capital; Board Member, USTAR  
Peter Klinge, partner, OneAccord  
Jim Gist, VP of corporate accounts, Control4  
Bob Springmeyer, partner, Bonneville Research  
Suzanne Winters, Technology Outreach Coordinator, USTAR  
Jeff Unruh, partner, Alerion Capital

The Leonardo has also been working closely with Salt Lake City’s administration, city council members, and council staff to review and refine its business plan. “The Leonardo is committed to continually learning and adopting new and better methods of achieving success—from the way we do business, to how we interact with visitors. We greatly appreciate the input we are receiving and will continue to consider all recommendations,” said Tull.

“I greatly admire The Leonardo for its willingness to seek the advice of outside experts,” said Eric Jergensen, Salt Lake City Council member. “The board and executive team have been extremely open to input from the council and our staff. We look forward to continuing to work together to bring this project to fruition.”

**About The Leonardo**

Inspired by Leonardo da Vinci, The Leonardo will be a first-of-a-kind art, culture and science center with a multidisciplinary approach. Located in the heart of Utah's capital city, The Leonardo will be part of Library Square, a developing civic and education center anchored by a magnificent new City Library, which is the state's second most-visited tourist destination. The mission of The Leonardo is to create opportunities for visitors to become participants by exploring "new ways of seeing" their world, themselves and each other.

# # #