

2019 Nominee

Maria Goldberg

Pensacola

(Previously nominated by Ellen Vinson)

Laurie Berlin

From: llennox@flahum.org
Sent: Sunday, July 7, 2019 5:37 PM
To: llennox@flahum.org; lberlin@flahum.org; sseibert@flahum.org; dkelly@flahum.org; bbahr@flahum.org
Subject: Board Nomination Form

Nomination Information:

Nomination type: I would like to nominate the following individual.

Recommendation Information:

I would like to nominate the following individual for the Florida Humanities Council board:

Nominator Name: Ellen Vinson
Nominator Preferred Email Address: ellenwvinson@gmail.com

Nominee Name: Mrs Maria Goldberg
Nominee Email: mariavbutler@hotmail.com
Nominee Contact Number: (850) 217-2347
Contact Number Type: Cell Number

Nomination Comments/Remarks: Actively involved in the arts community for 20 years; former ED of PMA and community volunteer with various arts and cultural organizations, Maria is a rock star. Her passion, enthusiasm and energy have proven to put the arts as a forefront for our community. I have known her for 20 years personally and professionally. She's the addition you need!

Candidate Information:

If applicable, name of person that recommended I submit my nomination:

Name:
Organizational affiliation, if applicable:
Address:
Address, line 2:
City:
State:
Postal Code:

Preferred Email Address:
Contact Number:
Contact Number Type:
Personal or Business Website:

Please write a brief summary highlighting your strengths and potential contributions to the Florida Humanities Board:

Please describe any experience you have had serving as a board member for any other organization. Indicate if you held any particular position on the board, or served on any board committee.

Resume:

Letter of Interest:

Support Letters:

Laurie Berlin

From: Maria Goldberg
Sent: Tuesday, July 16, 2019 11:30 AM
To: lberlin@flahum.org
Cc: ellenwvinson@gmail.com
Subject: Maria Goldberg Resume - FHC Board Consideration
Attachments: M. Goldberg 2019 Resume.docx

Laurie:

A mutual friend of ours, former FHC Board Member Ellen Vinson, has been so gracious as to nominate me for board consideration. Over the years I have I have been actively involved in the arts community, both professionally and personally. I am a huge advocate for the arts here in Pensacola and would love the opportunity to be a part of the FHC. Please find my resume attached. I would be honored for consideration. Should you have any questions or need any further information - just say the word.

Thank you in advance for your assistance,
Maria Goldberg
850-217-2347

Maria V. Goldberg
P.O. Box 13182
Pensacola, FL 32591
(850) 217-2347
mariavbutler@hotmail.com

Education

- PhD, Arts Administration, Florida State University, Tallahassee, Florida, 1998 –
- MA, Arts Administration, Florida State University, Tallahassee, Florida, 1997
- BA, Art History, Florida State University, Tallahassee, Florida, 1994

Professional Experience

Great Southern Restaurants, Merrill Land Company, Pensacola, Florida

Director of Marketing, Public Relations and Events September 2008 – Present

- Responsibilities include creation, development and implementation all marketing and promotional efforts on a local, state and national level through print, radio, digital, social and television campaigns for nine entities; The Fish House, Atlas Oyster House, The Deck Bar, Palafox House, Five Sisters Blues Cafe, The Lee House, Angelena's, Great Southern Catering and Events and Merrill Land Company, covering 20 million in revenues.
- Creates, coordinates and implements all special event programming
- Oversees all philanthropic giving for companies

Pensacola Museum of Art, Pensacola, Florida

Executive Director, March 2001 – April 2008

- Responsibilities included the administration and management of all daily/annual operations of the Museum
- Duties included fiscal management of policies and procedures, institutional planning, administration and management of finances, endowments, facilities and staff, curatorial and educational programming, fund raising, grant writing, security, maintenance, development of permanent collection, implementation and creation of effective marketing and public relation strategies and management of museum store operations
- In addition to the position as Executive Director, also served as Curator of Exhibitions which included research, coordination, scheduling, shipment, strike/install, documentation, catalogues/brochures, docent training, gallery talks/events, as well as press for all exhibitions—regional, national and international
- Annual attendance more than tripled over the tenure of employment; 35,000 to 100,000+
- Annual educational outreach more than tripled from 4,500 to 15,000
- Annual budget more than doubled, specifically with exhibition and education programming - budgets have quadrupled over the past four years
- Admissions, Museum Store sales and donations were an all-time high, contributing record income to the annual budget
- Applied, received, prepared and completed MAPS Permanent Collections and Public Dimensions Assessments
- Increased the quality of exhibitions and educational programming which had a dramatic effect on all aspects of the organization, creating a draw throughout the region
- Applied, accepted and submitted AAM Accreditation Self Study
- Created, revised, implemented all museum policies for preparation for the Accreditation under the direction of the Board of Trustees
- Took the Pensacola Museum of Art through the four -year process of Accreditation. Evaluated, developed and implemented all aspects of the process. Received AAM Accreditation August 2005
- Responsible for securing funding for Museum operations through grants, exhibition sponsorship, membership and special events, resulting in an overall income increase of 50%

- Secured annual funding from numerous sources including NEA, IMLS, IMLS/AAM, State of Florida/Division of Cultural Affairs GOS, AIE, and Capital Endowment, State of Florida/Division of Historic Resources/Historic Preservation, Arts Council of Northwest Florida and numerous local funding opportunities including individuals, family and corporate foundations and local governmental agencies
- Instrumental in the development and implementation of the Museum's strategic planning process, collection management policy and long-range plan as well as administration of MAPS surveys, AAM accreditation process and all PMA policies and procedures

Pensacola News Journal, Pensacola, Florida

Arts & Culture Columnist, September 2001 – September 2003

- Bi-monthly columnist for Friday entertainment section, "Weekender"
- Researched and wrote articles highlighting top picks for arts and cultural activities in and around the region

Arts Council of Northwest Florida, Pensacola, Florida

Director of Development, June 1999 – February 2001

- Responsible for all corporate and individual fundraising including solicitations, follow ups, donor recognition and personal visits
- Creation, development and implementation of levels of giving for all corporate contributors
- Raised contributions for the organization by 124%
- Secured sponsors for all Arts Council events for the first time in the history of the organization
- Maintained all sponsorship files/database as well as follow up information on accounts receivable
- Ensured each of the corporate donors received each of the promised benefits of contribution; event announcements, logo/name recognition, press release, sponsorship tickets
- Researched and wrote all foundation and grant proposals for a number of programs and services—local, regional, state and national levels
- Responsible for all major fundraising events including sponsorship, contract maintenance, auction packages programs, scripts, invitations, press release and media announcements
- Development of first major solicitation reception. Planned, organized, implemented and hosted
- Creation and development of the Arts Council's Grant Awards Reception. Responsible for planning, organization and implementation including garnering sponsor support; in kind donations, volunteer participation, creation of program, scripts, invitations, press releases and other media announcements
- Coordinated and acted as staff liaison to Allocation Committee, distributing funds to local arts organizations as well as *the Cinco Banderas* Collection – the permanent collection of the Arts Council

Birmingham Festival of Arts Inc., Birmingham, Alabama

Development and Program Manager, August 1997 – May 1998

- Secured all organizational support through foundations, grants, corporate and individual solicitations along with maintenance of sponsor relations
- Coordinated and implemented all fundraising activities and events
- Maintained all sponsorship files/database as well as follow up information on accounts receivable
- Responsible for all accounts payable, preparation and maintaining of all financial and budgetary items along with creation and reports on monthly financial statements along with a cash flow analysis
- Planned, organized and implemented international visual arts programs including exhibitions at the Birmingham Museum of Art, Montgomery Museum of Fine Arts and Civil Rights Institute
- Created, managed and oversaw production and content of all Festival publications including press releases, programs, invitations, posters, brochures and merchandise
- Assisted volunteer chairman with the creation, planning and execution of all aspects of the Ambassador's Dinner, a formal event honoring international ambassadors and event sponsors

Select Exhibitions

- *Spanning the American Vista: Selections from the Spanierman Gallery, New York, Curator, 2008*
- *Lin Emery: Art in Motion, Curator, 2007*
- *Duane Hanson: Real Life, Curator, 2007*
- *Annie Liebovitz: Women, Local Coordinating Curator, 2006*
- *Louis Comfort Tiffany, Local Coordinating Curator, 2006*
- *Right Here Right Now, Contemporary Works from the Marlborough Gallery, New York, Curator, 2006*
- *Rodin: In His Own Words, Local Coordinating Curator, 2005*
- *Picasso Ceramics, Curator, 2005*
- *Oak Trees, Cajuns and Blue Dogs: 40 Years of George Rodrigue, Curator, 2004*
- *Andy Warhol, 15 Minutes of Fame, Local Coordinating Curator, 2004*
- *The Art of the Frame, Gems from the Simoni Collection, Curator, 2004*
- *Ansel Adams, A Celebration of Genius, Local Coordinating Curator, 2003*
- *Some Like it Hot: Contemporary Cuban-American Art, 2002, Curator*
- *Chihuly: Seaforms, Local Coordinating Curator, 2002*
- *Rauschenberg/Rosenquist. Works on Paper, Curator, 2001*
- *Visions of Adventure, The Brandywine Artists: Masters of Storytelling through Illustration, Curator, 2001*

Professional Affiliations

Arts Culture Entertainment (A.C.E.) Board Member, 2018 – Present
Cultural Executives Council, 2001 – 2008
Culture Club, Executive Board, 1999 – 2003
City of Pensacola, Public Art Committee Member 2013 – 2015
Downtown Improvement Board, Strategic Planning Committee, 2001 – 2003
Downtown Advisory Board, Board Member, 2003 - 2008
Downtown Rotary Club, 2001 – Present, Allocations Committee, 2002 - 2005, Programming Committee, 2002
Florida Art Museums Director's Association, 2001 – 2008
Foo Foo Festival, Founding Committee Member 2014 – 2018, Chairman 2018 - Present
Gallery Night, Board Member 2012 – 2015
IMPACT 100 Pensacola Bay Area, Member, Board Member, Secretary, Vice President 2014 – 2018
Institute of Museum and Library Services, Grant Reviewer, 2002-2007
Leadership Pensacola, Class of 2001, Chair Arts/Culture Day 2001, Advisory Board, 2002 - 2004
Pensacola Outdoor Sculpture Competition and Exhibition, Founding Committee Member, 2002 – 2004
Temple Beth El, Art and Exhibition Committee Member, 2017 - Present
University of West Florida Historic Trust Mural Committee Member, 2018 – Present
University of West Florida Downtown Development Strategic Planning Group, 2003 - 2004
Visit Pensacola, Marketing Committee Member 2012 – 2018

Special Recognition

Florida International Magazine, “Top 100 Florida Power Players” 2005
Pensacola Business Journal “Top 40 Under 40” 2004
Independent News “Best Local Accomplishments” 2004, “Rising Star” 2005, “40 under 40” 2006, “Power List” 2017, 2018
Pensacola Business Journal “Emerging Women Business Leaders” 2006
Mississippi Blues Marker, Mississippi Blues Commission, 2019