

## **PAUL C. REBER**

PO Box 175

Kinsale, VA 22488

### **PROFESSIONAL EXPERIENCE**

#### **STRATFORD HALL**, Stratford, Virginia 2006 – Present

##### **EXECUTIVE DIRECTOR**

Reporting to Board of Directors, manage 1,900 acre historic site encompassing 18<sup>th</sup> century buildings, library, extensive collections of rare books and Lee family artifacts. Ancillary businesses include a dining and lodging business and outdoor and recreational venues.

#### **AMERICAN UNIVERSITY**, 2007 - Present

##### **ADJUNCT PROFESSOR OF HISTORY**

Instructor in the University's Public History graduate program focusing on museum management, organization and leadership.

#### **UNIVERSITY OF NORTH CAROLINA – GREENSBORO** 2004-2006

##### **ADJUNCT PROFESSOR OF HISTORY**

Instructor in University's Public History graduate program focusing on museum management, organization and leadership.

#### **OLD SALEM, INC.**, Winston-Salem, NC 2002-2005

##### **PRESIDENT**

Reporting to the Board of Trustees, directed a history museum with a \$7 million operating budget and 200 employees that included the south's largest decorative arts museum, toy museum, children's museum, living history museum and extensive restored gardens and landscape.

- Funded and supervised a \$15 million expansion to the museum including a new 25,000 square foot visitor center, the restoration, reconstruction and opening of the oldest African American church building in North Carolina as an exhibition building, the creation of a toy museum and the restoration of America's oldest surviving gun shop for trade demonstrations and an extensive landscape and garden restoration project.
- Increased funding by 200% and supervised a major new advertising, promotion and branding campaign for Old Salem that resulted in increased exposure and response rates.
- Supervised the expansion and reorganization of the museum's retail operations, which improved efficiency and management.
- Produced a 30% increase in \$1,000+ donors by redesigning the annual fund program.
- Achieved significant improvements in financial management and performance, budgeting and fiscal accountability and personnel management.
- Negotiated the disposition and acquisition of real estate assets including the sale of a parcel for a 42 unit townhouse development and the acquisition and environmental remediation of depressed and blighted properties for future development or institutional expansion.
- Increased attendance and earned income by reorganizing and expanding Christmas season programming.

**NATIONAL TRUST FOR HISTORIC PRESERVATION, Washington, D.C. 1996-2001**

**ASSOCIATE CAMPAIGN DIRECTOR FOR HISTORIC SITES 1998-2001**

Worked directly with historic site boards and staff. Directed and supervised capital campaigns at seven Trust historic sites resulting in \$6 million for capital improvement projects, endowment and ongoing operations.

- Formulated case statements and implemented campaign plans for each site campaign.
- Participated in successful team effort that secured NEH challenge grant to support site educational programs.
- Initiated and coordinated team effort that secured a Kresge challenge grant to support site capital improvements and endowment.

**NATIONAL TRUST FOR HISTORIC PRESERVATION, Washington, D.C**

**EXECUTIVE DIRECTOR, Decatur House Museum 1996-2001**

Reporting to the Board of Directors and the Vice President for Historic Properties, directed a team of 40 museum professionals who conceived and directed a strategic plan to restore the house and expand educational programs. Revised and improved earned income generation resulting in significant operating surpluses, a first for a National Trust historic site.

- Increased site rental revenues by 50% and museum shop revenues by 100% while reducing overhead expenses and increasing net income.
- Increased unrestricted support by 45% by focusing on major donors.
- Initiated and funded fellowship program with Yale University to advance museum research efforts.
- Raised over \$5 million for house restoration, expansion of endowment, and innovative educational programs.

**HISTORIC MOUNT VERNON, Mount Vernon, VA 1993-1996**

**DIRECTOR OF DEVELOPMENT**

Reporting to the Executive Director, reorganized and expanded fund raising operations resulting in a 15% increase in contributions to over \$1 million annually. Directed all aspects of Mount Vernon's development efforts including the annual fund, planned giving, grant writing, prospect identification, cultivation and special events.

- Generated \$3.5 million for Mount Vernon's endowment by leading an effort to secure Congressional approval for the U.S. Mint to produce a George Washington commemorative coin in 1999.
- Conceived the annual George Washington Symposium and secured \$250,000 to endow the program.
- Completed several capital campaigns that included a \$750,000 effort for the restoration of Mansion roof, a conservation and preservation plan for the Mansion funded by \$60,000 from the Getty Grant Program and \$250,000 for the reconstruction of a 16 sided barn originally designed by George Washington.

**THE WHITE HOUSE ENDOWMENT FUND**, Washington, D.C. 1990-1993

**DIRECTOR**

Responsible for the establishment, organization and subsequent operation of this private non-profit corporation created for the purpose of establishing and maintaining a permanent endowment for the benefit of the White House as a museum, preservation of its decorative and fine arts collections, and for new acquisitions.

- Coordinated and directed solicitations that resulted in \$12.5 million in commitments.
- Generated \$5 million by securing Congressional approval for the U.S. Mint to issue a coin commemorating the bicentennial of the laying of the White House cornerstone.
- Endowment Fund liaison with First Lady's staff, Curator, Chief Usher and other White House staff.
- Presented lectures to civic organizations, social groups, and potential donors on White House history and collections.
- Conferred with White House Curator on appropriate uses of the Endowment Fund's income for acquisition, preservation, and conservation of White House collection.

**WHITE HOUSE PRESERVATION FUND**, Washington, D.C. 1986-1990

*Predecessor organization to The White House Endowment Fund*

**DIRECTOR**

**EDUCATION**

UNIVERSITY OF MARYLAND, College Park

**Doctor of Philosophy in American Studies**

GEORGE MASON UNIVERSITY, Fairfax, Virginia

**Master of Arts in History**

Phi Alpha Theta - Honorary History Fraternity

GETTYSBURG COLLEGE, Gettysburg, Pennsylvania

**Bachelor of Arts in Political Science and History**

**PROFESSIONAL AFFILIATIONS**

SAGAMORE INSTITUTE OF THE ADIRONDACKS, Raquette Lake, NY

Director 1999-2008, Vice President 2004 – 2006, President 2006 - 2008

BLUE GRASS TRUST FOR HISTORIC PRESERVATION, POPE VILLA ADVISORY COMMITTEE, Lexington, KY  
1999 – Present

FOUNDATION FOR THE PRESERVATION OF HISTORIC CONGRESSIONAL CEMETERY, Washington DC,  
Director 1997-2001

METROPOLITAN CLUB OF WASHINGTON DC 1999- Present

AMERICAN ASSOCIATION OF MUSEUMS

NATIONAL COUNCIL ON PUBLIC HISTORY

ORGANIZATION OF AMERICAN HISTORIANS

LIBRARY COMPANY OF PHILADELPHIA

ATHENAEUM OF PHILADELPHIA

ASSOCIATION OF FUNDRAISING PROFESSIONALS

**PUBLICATIONS**

“Robert E. Lee and the Traditions of Ancient Virginia” *Northern Neck of Virginia Historical Magazine* (2007)

The Lee Brothers and the American Revolution (book in progress)

PAPERS PRESENTED

“Running Planned Giving Programs in a Small Office”

Annual Conference of the Planned Giving Study Group, Richmond, VA October, 1995

“Consumerism and the Retail Trade in Fairfax County, Virginia, 1759-1761”

Annual Meeting of Social Science History Association, Washington, D.C., September, 1997

“Consumerism and the Retail Trade in Fairfax County, Virginia, 1759-1761”

George Washington Symposium, Mount Vernon, Virginia, November, 1997

“Interpretation at the Decatur House Museum”

American Association for State and Local History, Washington, D.C., May, 1997

“Benjamin Henry Latrobe and Stephen Decatur: Designs for the New Republic”

Annual Conference on Washington, D.C. History, October, 1999

“The Problem with Interpretation at Historic House Museums”

Annual Conference of the Mid-Atlantic Association of Museums, Harrisburg, PA October, 2000

“Consumerism and the Retail Trade in the Colonial Chesapeake”

MESDA Summer Institute, Winston-Salem, NC July 2004.

Paper Commenter

Winterthur/University of Delaware Emerging Scholars Conference, April 2005

“The Challenges for History Museums in the 21<sup>st</sup> Century”

University of North Carolina – Chapel Hill History Department Guest Lecture, October 23, 2004.

“Everyman His Own Historian Reconsidered”

Conference of the Society of Civil War Historians, Philadelphia, PA June 16, 2008