

## CURRICULUM VITAE

Bob Beatty

[beatty@lyndhurstgroup.org](mailto:beatty@lyndhurstgroup.org)

### EDUCATION

**Middle Tennessee State University, Murfreesboro, TN**

**Ph.D., Public History**, expected graduation August 2018

*Major Field:* Twentieth Century American South/Music

*Dissertation Topic:* “You Wanna Play in My Band, You’d Better Come To Pick:” Duane Allman and American Music

*Advisor:* Dr. Carroll Vann West

*Fields of Concentration for Qualifying Exams:* American South 1910-1970, Historical Context in Ethnomusicology

**University of Central Florida, Orlando, FL**

**M.A. History**, 2002

*Major Field:* Twentieth Century American South

*Thesis:* “Legacy to the People: Community and the Orange County Regional History Center”

*Advisor:* Dr. Shirley Leckie

*Fields of Concentration for Qualifying Exams:* Latin American Authoritarianism, Pilgrimage and the Crusades

**University of Central Florida, Orlando, FL**

**B.A. Liberal Studies**, 1994

*Areas of Concentration:* History, English, Education, Interpersonal Communications

### PROFESSIONAL/TEACHING EXPERIENCE

#### **PRESIDENT**

**The Lyndhurst Group, LLC**, 2016-present

History, museum, and nonprofit consulting firm providing community-focused engagement strategies for institutional planning, organizational assessments, and interpretive direction.

Core Services include:

- Strategic planning
- Program development and evaluation
- Institutional assessments
- Stakeholder facilitation
- History subject matter expertise
- Exhibitions development
- Publications
- Fundraising and grant writing

**CHIEF OF ENGAGEMENT** (*Interim President & CEO 2014-2015, Chief Operating Officer 2015-2016, and Vice President for Programs 2007-2014*)

**American Association for State and Local History**, Nashville, TN, 2007-2017

- Lead nonprofit professional association serving a national constituency of more than 5,000 members—including historic sites, museums, libraries, archives, and other organizations

- Directed and oversaw national partnerships and programs between history organizations, museums, and other organizations to provide leadership, service, and support for those who preserve and interpret state and local history
- Created and managed \$1.3 million annual budget, a \$1.3 million endowment, and grant-funded budgets of up to several million dollars
- Authored and managed federally grant-funded projects including: National Endowment for the Humanities and the Institute of Museum and Library Services
- Managed \$2.1 million Institute of Museum and Library Services Connecting to Collections Bookshelf initiative
- Lead strategic planning for AASLH's programs and services and participate in planning and implementation of marketing plans as they pertain to programming
- Oversaw all of AASLH's professional development initiatives including online and onsite workshops and seminars, soliciting and developing content for the AASLH annual meeting, and all AASLH publications
- Editor of *History News*, AASLH's quarterly magazine
- Managee more than 50 volunteers serving affinity groups and committees and supervised staff who manage another 100 national volunteers in affinity groups and committees including Leadership in History Awards, Historic Houses, Corporate History, and Military History
- Staff liaison and member of Editorial Advisory Board of AASLH's publication series with Rowman & Littlefield/AltaMira Press
- Supervised staff who coordinate national Visitors Count! benchmark and evaluation program developed in partnership with the Center for Nonprofit Management
- Oversaw staff-wide implementation of AASLH's Standards and Excellence Program (StEPs)
- Represented AASLH on committees and programs including partnerships with state, regional, and national museum and history organizations
- Managed Developing History Leaders @SHA national partners including: AASLH (2007-2017), the National Association for Interpretation (2013-2017), the Indiana Historical Society (2007-2017), Conner Prairie (2016-2017), International Preservation Studies Center (2016-2017), Nebraska State Historical Society (2017), the Nantucket Historical Association (2013-2015), Colonial Williamsburg (2007-2013), American Alliance of Museums (2007-2013), and National Trust for Historic Preservation (2007-2016)
- Taught sessions at state and national conferences and served as guest lecturer/speaker
- Recruited, hired, and supervised seven fulltime program staff, two part-time staff, interns, volunteers, and other staffing as needed per grant and/or other contracts
- Secured local and national sponsorships for AASLH Annual Meeting

**Curator of Education**, Orange County Regional History Center, Orlando, FL, 1999-2007

- Directed education department at AAM-accredited history museum with \$3.5 million budget
- Created and delivered museum educational programming including programs for schools, children, museum members, adult, and special or traveling exhibits
- Established and maintained partnerships with community organizations in order to fulfill the History Center's mission as a community service institution
- Managed partnership with Orange County Public Schools which includes an annual stipend for field trips to the History Center, partnerships on Project R.E.A.L., a \$1 million U.S. Department

of Education grant, hosting Social Studies Department Chair Meetings, teacher workshops, In-Service Programs, and other programs for teachers and students

- Sought out grant funding, authored grant proposals, and managed grant-funded projects
- Developed concept for and oversaw the institution's affinity group initiative
- Project manager for Museum Assessment Plan III - Public Dimension and co-coordinator and senior staff liaison for AAM Accreditation site visit

**Adjunct Instructor**, Johns Hopkins University Museum Studies Program (online) 2017-present

- The Business of Museums
- Introduction to Museum Education
- Educational Programming for Museum Audiences

**Adjunct Instructor**, Valencia Community College, Orlando, FL 2004-2006

- American History to 1877
- American History 1877-present
- History of Rock & Roll

**Adjunct Instructor**, University of Central Florida, Orlando, FL 2003-2004

- American History 1877-present

## **PUBLICATIONS**

*An American Association Guide to Making Public History*. Lanham, MD: Rowman & Littlefield Press, 2017.

“Alive in Our Imagination: The Sesquicentennial of the American Civil War,” (with Rick Beard), in *The AASLH Guide to Commemoration*, Lanham, MD: Rowman & Littlefield Press, expected publication date 2017.

“Foreword,” in *The Art of Public History: Interdisciplinary Approaches, Opportunities, and Challenges*, Lanham, MD: Rowman & Littlefield Press, expected publication date 2017.

“Creating Meaning, Driving Impact as Museum Practice,” *A Case for Objects: Original Objects and Their Role in Creating Meaning*. Reach Advisors Museums R+D Quarterly Technical Report 1:30, January 2015.

*Zen and the Art of Local History* (coeditor with Carol Kammen). Lanham, MD: Rowman & Littlefield Press, 2014.

*Florida's Highwaymen: Legendary Landscapes*. Orlando, FL: Historical Society of Central Florida, Inc., 2006. (Now in third edition).

“Tracks to Freedom: Central Florida and the Underground Railroad,” *Reflections From Central Florida* 3 (January 2005).

“The Civic Origins of the Orange County Regional History Center,” *Florida Historical Quarterly* 81 (Summer 2002).

## **EDITORIAL**

Editor, *History News* magazine, 2007-present.

Managing Editor, American Association for State and Local History series with Rowman & Littlefield Press, 2007-present.

Board of Editors, *Reflections from Central Florida*, 2002-2007.

## **SELECTED PRESENTATIONS/PANELS**

- Public History in the Twenty-First Century*. Keynote address, Illinois Association of Museums, 2017.
- Museum Metamorphosis: A Case for Change*. Advocacy workshop, Texas Historical Commission and Michigan Museums Association 2017.
- Getty Leadership and Career Management Program*. American Alliance of Museums, 2017.
- Commemoration: The Promise of Remembrance and New Beginnings*. Keynote address, Oregon Heritage Conference: 2016.
- The State of State and Local History*. Keynote address, Montana Museums Association: 2016.
- National Leadership: Service to the Field*. Developing History Leaders @SHA: 2008-2015.
- Transatlantic Conversations: World War One in Realtime and Memory*. Institute for Historical Research, University of London, Anglo-American Conference of Historians: 2014.
- Anniversaries and Commemoration: The Responsibilities and Promise of Presidential Sites*. Quadrennial Presidential Sites and Libraries Conference: 2014.
- Civil Rights and African American History*. Association for the Study of African American Life and History: 2014.
- Insights on Preservation Politics: Keeping Historic Districts Vital*. National Preservation Conference: 2013.
- Introducing the Continuum of Excellence*. American Alliance of Museums: 2013.
- Small Museums and Historic Interpretation*. Tennessee Preservation Trust: 2013.
- Standards and Excellence Program for History Organizations*. Alabama Museums Association: 2013.
- Museums and Public Service*. Museums Association of New York/Museumwise: 2012.
- Public History and the Civil War Sesquicentennial*. National Council on Public History/Organization of American Historians: 2012.
- Will You Still Need Me...Will You Still Feed Me...in 2064?*. Plenary panel at the 2011 National Association of Government Records and Archives: 2011.
- Florida and the Underground Railroad*. National Underground Railroad Freedom Center: 2011.
- Engaging Audiences Through Affinity Groups*. American Association of Museums: 2011.
- America Doesn't Need Another House Museum*. National Council on Public History: 2011.
- Connecting to Collections*. American Association of Museums: 2010.
- A Heritage of Service: Standing on the Shoulders of Giants*. Keynote Address for the Historical Administration Program Association Symposium, Eastern Illinois University: 2010.
- How to Successfully Attract Visitors in Today's Economy*. National Trust for Historic Preservation: 2009.
- The Future of History Organizations*. Plenary Address for Ohio Association of Historical Societies and Museums: 2009.
- Standards and Excellence Program for History Organizations*. Institute of Museum and Library Services Connecting to Collections Forum: 2009.
- A Conversation About Small Museums*. American Association of Museums: 2009.
- The Value of History and Commemoration—No Easy Task*. National Council on Public History: 2009.
- Fish, Cut Bait, and Bring Home the Trophy: Successful Project Management for History Professionals*. Tennessee Association of Museums: 2009.
- Guest Lecturer: Public Programming for Historical Organizations and Archives*. Middle Tennessee State University: 2009.
- The Changing Face of Public History*. Alabama Historical Association: 2008.
- Strategies for Engaging Audiences through Volunteers*. Tennessee Association of Museums: 2008.
- Careers in History*. Convocation Event. Belmont University History Society: 2007.
- Guest Lecturer: History and Historians*. University of Central Florida: 2004-2006.
- Florida's Highwaymen, Their Lives, Their Times*. Multiple presentations: 2006-present.
- Promotion Through Publication*. Florida Association of Museums: 2006.

- Pioneers, Rogues, and Rascals: Central Florida's "Wild West" Past.* Orange County Council for Social Studies: 2006.
- New Professionals Mentoring Roundtable: I Just Got This Great Sounding Job, Now What?* American Association of Museums: 2006.
- Notables of Our Time: The Florida Seminoles.* Winter Park Public Library: 2005.
- Central Florida, B.D.* University of Central Florida Learning Institute for Elders: 2004.
- Nonprofit Professionals Speak Out: Preparing Students for "Idealist" Careers.* National Association of Colleges and Employers: 2004.
- Museums and Their Communities, Educational Partnerships.* Southeast Museums Conference: 2003.
- Building Bridges to Educational Excellence Through Community Partnerships.* Florida Association of Museums: 2003.
- The Quest for Freedom Through Florida.* Association for the Study of African American Life and History: 2002.
- We've Come this Far By Faith: Florida and the Underground Railroad.* Congressional Black Caucus Legislative Conference: 2002.
- History Alive: Living History in the Classroom.* Florida Association of Museums: 2002.
- Legacy 2002 Experts Forum: Social Trends.* Healthy Community Initiative of Greater Orlando, Inc. Rollins College: 2002.
- Hands-on History: Strategies for Interaction in History Classes.* Orange County Public Schools Conference "The Path to Success for School Age Programs." University of Central Florida: 2002.
- Vision: The Climate of Human Relations in Central Florida.* Panel discussion. WRDQ Action 27: 2001.
- Cracker Life in Florida: The Florida Pioneers and Unconquered Seminoles: The Seminole Tribe of Florida.* "See A Piece of History." Orlando Museum of Art: 2001.
- History and Community: The Orange County Regional History Center.* Paper presented at History and Community in Florida: A Regional Symposium. University of Central Florida: 2001.

### **FILM DOCUMENTARIES**

- The Florida Highwaymen: Legends of the Road.* US News Group, 2008.
- Notables of Our Time: The Florida Seminoles.* Orange TV, 2006. Winner of a 2007 Telly Bronze Award.

### **SELECT PROGRAMS PLANNED AND COORDINATED**

Developing History Leaders @SHA (Seminar for Historical Administration). Indianapolis, IN. 2007-2016.

Presidential Sites and Libraries Conference (Quadrennial)

- *Beyond the Presidency: Historical Context and Modern Reality*, Clinton Presidential Center, Little Rock, AR: 2014. Speakers: President Bill Clinton, Evan Thomas, Ernest Green and Carlotta Walls-LaNier (both of the Little Rock 9)
- *Renewing Ideals and Engaging the Public.* Miller Center, University of Virginia, Charlottesville, VA: 2010. Speakers: Joseph Ellis, Jon Meacham, Michael Beschloss, Annette Gordon-Reed.

American Association for State and Local History Annual Meeting. 2007-2016.

- 2017 – *I AM History.* Austin, TX. Speaker: Darren Walker.
- 2016 – *The Spirit of Rebirth.* Detroit, MI. Speakers: Thomas Sugrue and Mary Wilson.
- 2015 – *The Power of Possibility.* Louisville, KY. Speakers: Sam Wineburg, Wendell Berry, Carol Kammen.
- 2014 – *Greater Than the Sum of Our Parts.* St. Paul, MN. Speakers: Garrison Keillor, Marilyn Carlson Nelson, Anton Treuer.

- 2013 – *Ordinary People, Extraordinary Change*. Birmingham, AL. Speakers: Natasha Tretheway, Doudou Diene, Carolyn McKinstry, Ed Bridges.
  - 2012 – *Crossroads Exploring Vibrant Connections Between People and Place*. Salt Lake City, UT. Speakers: Pat Croce, Laurel Thatcher Ulrich.
  - 2011 – *Commemoration: The Promise of Remembrance and New Beginnings*. Richmond, VA. Speakers: Adam Goodheart, Dorothy Cotton, Ed Ayers.
  - 2010 – *The Winds of Opportunity*. Oklahoma City, OK. Speakers: James Loewen, Gerard Baker, Susan Stamberg.
  - 2009 – *Making History a 21<sup>st</sup>-Century Enterprise*. Indianapolis, IN. Speakers: Harold Holzer, Mike Wallace, and James Madison.
  - 2008 – *Discovering the Power of Transformation*. Rochester, NY. Speakers: Bernice Johnson Reagon and Lynn Sherr.
  - 2007 – *Relevance=The Bottom Line*. Atlanta, GA. Speakers: Cokie Roberts and David Blight.
- The Civil War: America Divided*. Orange County Regional History Center. Speakers included Dr. James McPherson and Michael W. Kauffman: 2007.
- Artists & Authors Series: H.W. Brands*. Orange County Regional History Center: 2006.
- Florida's Highwaymen: Legendary Landscapes*. Orange County Regional History Center: 2006.
- Project REAL (Relevant Experiences for American History Learners)*. \$1 million U.S. Department of Education grant for American History teacher training for Orange County Public Schools P 2002-2007.
- The Florida Swing: Golf in the Sunshine State*. Orange County Regional History Center: 2005.
- Brown, Black and White: A Community Reflects on Brown v. Board*. Program funded by the Florida Humanities Council. Speakers included Cornel West and Reverend Fred L. Shuttlesworth: 2004.
- Kerouac in Florida: Where the Road Ends*. Orange County Regional History Center: 2004.
- Florida Remembers World War II*. Orange County Regional History Center: 2003.
- The Civil War in Florida*. Orange County Regional History Center: 2002.
- World War II in Florida*. Teacher in-service workshop co-sponsored by the Florida Humanities Council and Orange County Public Schools. Orange County Regional History Center: 2001.
- The 1920 Ocoee Riot*. Orange County Regional History Center: 2000, 2001, and 2002.
- The Civil War in Florida*. Orange County Regional History Center: 2001.
- Orange County's African-American Communities: A Community Forum*. Orange County Regional History Center: 2001.

## **GRANTS**

- Master Local Historians*. Funded by Humanities Tennessee, \$12,000, 2017.
- Continuing Education/Professional Development Framework*. Funded through the Institute of Museum and Library Services National Leadership Grants for Museums program, \$132,400, 2017.
- Reviewer, Institute of Museum and Library Services, 2010, 2017.
- Reviewer, National Endowment for the Humanities, 2015, 2017.
- StEPs TN*. Funded by the Community Foundation of Middle Tennessee, \$3,350, 2012 (and a subsequent grant in 2014).
- Becoming the Volunteer State: Tennessee in the War of 1812*. Funded by Humanities Tennessee, \$10,000, 2012.
- Expanding Capacity, Excellence, and Leadership*. Funded through the Institute of Museum and Library Services 21<sup>st</sup> Century Museum Professionals program, \$407,810 grant award, 2009.

*Project Management for History Professionals*. Funded through the Institute of Museum and Library Services 21<sup>st</sup> Century Museum Professionals program, \$494,041 grant award, 2008.

*Internet Digital Encyclopedia Alliance*. Funded through the National Endowment for the Humanities Digital Humanities Initiative, \$25,000 planning grant, 2008.

*Connecting to Collections Bookshelf*. Institute of Museum and Library Services, 2007. \$2.1 million cooperative agreement to manage the application process and distribution of 2,025 sets of conservation texts to American museums and libraries.

*Save Our History*. The History Channel, 2007-2009. Managed review of over 400 grant applications annually.

Reviewer, Teaching American History program, U.S. Department of Education, 2004, 2006-2009.

*Brown, Black and White: A Community Reflects on Brown v. Board*. \$34,000 funded by the Florida Humanities Council, 2004.

*Project REAL (Relevant Experiences for American History Learners)*. \$1 million funded by U.S. Department of Education, 2002.

Dr. Phillips Foundation various project grants. Average \$15,000, 2001, 2002, 2004.

*Reflections from Central Florida* journal and writer's group. \$2,500 funded by the Florida Humanities Council, 2003.

Chesley Magruder Foundation various project grants. Average \$10,000, 2001, 2002, 2004.

### **AWARDS**

Outstanding Service to the Museum Profession, Southeastern Museums Conference, 2017

National Association of Counties Achievement Award 2002, 2004, 2005

Outstanding New Professional, Florida Association of Museums, 2002

Community Leader of the Year, Phi Delta Kappa, 2001

Arts Innovator of the Year, United Arts 2001

### **COMMUNITY SERVICE**

Tennessee War of 1812 Bicentennial Committee (Fundraising Chair), 2009-2015

Battle of Franklin Trust, Strategic Planning Committee, 2010-2011

Guest lecturer/speaker, Middle Tennessee State and Belmont University, 2008-present

Board of Directors, Workforce Advantage Academy, 2006-2007

Chapter (Vestry), Cathedral Church of St. Luke, 2003-2006

Mentor, Jones High School, 2003-2005

Education and Community Resources Committee, Orange County Arts and Cultural Affairs, Vice Chair, Community Arts Audit, 2002-2006

Board of Directors, Lake Eola Charter School 2000-2003