



MEDIA RELEASE
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**SAN DIEGO NATURAL HISTORY MUSEUM
EXPANDS INSTITUTIONAL ADVANCEMENT STAFF**

San Diego, CA: October 18, 2005—The San Diego Natural History Museum announces the expansion of its Institutional Advancement staff with two new hires: Osborne “Toby” Bethea, Jr. of Carlsbad has joined the team as Major and Planned Giving Officer and Eowyn L. Bates of North Park is the new Director of Annual Fund and Membership Programs.

Executive Director Michael Hager commented, “I am particularly pleased to welcome experienced development officers with a passion for the natural world. A professional fundraising team is a critical part of the Museum’s strategic plan to enhance both annual and long-term funding of education and research activities.”

Bethea, originally from North Carolina, was previously VP, Director of Development and Interim Executive VP with the Mercy Hospital Foundation, San Diego where he cultivated and solicited major gifts, developed strategies for special campaigns and directed all Foundation operations as Interim Executive VP. Prior to that he was Interim Director of Development for the Hiller Aviation Institute and Museum in San Carlos and Executive Director, for Health Sciences Development for UCSD. At the San Diego Natural History Museum he will manage a portfolio of donor prospects to secure major- and planned-gift in support of the Museum’s mission and fundraising goals.

Bates, originally from Minnesota, comes to the Museum from The Salk Institute for Biological Studies as Development Officer where her portfolio included prospects and donors that she managed in concert with the goals and objectives of the Institute’s capital campaign and annual fund. From 1998–2003, she was Senior Development Officer at Project Concern. At the San Diego Natural History Museum she will plan and implement a robust annual giving program and a museum membership program.

Institutional Advancement includes, in addition to the Development Department, staff who handle marketing communications, special events and private facility use. By presenting the case for supporting the San Diego Natural History Museum, Advancement helps fund research, traveling exhibitions, new installations and conservation education.

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In the past year the Museum has expanded Institutional Advancement with the hiring of Janet Redding, Vice President of Institutional Advancement, Sally Gault-Miller, Corporate Giving Coordinator, and Administrative Assistants, Connie Shinkle and Melodee Hotai.

The San Diego Natural History Museum is the second oldest scientific institution in California and the third oldest west of the Mississippi. Founded in 1874 by a small group of citizen scientists, the Museum's mission is to interpret the natural world through research, education and exhibits; to promote understanding of the evolution and diversity of Southern California and the peninsula of Baja California, Mexico; and to inspire in all people respect for the environment.

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