

SAN DIEGO NATURAL HISTORY MUSEUM

STRATEGIC PLANNING 2002-2012

Task Force Participants

KRA 4. Marketing and Identity

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|--------------------------|---|
| Delle Willett, Co-Chair | Marketing Director, SDNHM |
| Thomas Swanson, Co-Chair | Museum Trustee, Marketing Consultant |
| Mark Berlin | Manager of Visitor Services, SDNHM |
| Erik Bolton | Art Director, SDNHM |
| Ann Burke | Director of Advertising, The Southern Cross Newspaper |
| Wendy Eng-Rytell | Education Marketing Manager, SDNHM |
| Lolo Enstad | Marketing Coordinator, SDNHM |
| Shar Huston | Art Director, SDNHM |
| Kindal Marin | Partner, Boesky/Marin Public Relations |
| Jerome Navarra | President, Jerome's Furniture |
| Pat Rogondino | President, Pearl River Packaging |
| Bill Trumpfheller | President, Nuffer, Smith, Tucker |
| David Winkelman | Free-lance Consultant, Marketing Specialist |