

AMERICA'S AUTOMOTIVE *Trust*



David L. Madeira *CEO*

David Madeira is not your typical sit-behind-the-desk CEO.

Currently serving as the CEO of America's Automotive Trust, David has centered much of his life around cars and motorcycles.

He has participated in innumerable driving events including the Italian Mille Miglia, participated as a judge and entrant at multiple Concours d'Elegance shows and – for the past 14 years – has built LeMay - America's Car Museum into the largest automotive museum in North America and a thriving institution that continues to serve the automotive community.

The man now at the helm of America's Automotive Trust has a lifetime of experiences that qualify him as an exceptional leader in the movement to secure America's automotive heritage.

David has worn several different hats throughout his professional career and countless helmets throughout his lifetime behind the wheel. He has participated in more than a dozen motorcycle tours, which span more than 25 countries, including Spain, Sardinia, Corsica, Canada, India, Italy, Mexico, Monaco, Vietnam, Turkey, Brazil and Bhutan. His greatest motorcycle trips were from Lhasa, Tibet to Katmandu, Nepal in 2000 and a 2015 trek from New Delhi, India into Himalayan Ladakh over the highest pass in the world (Khardung La) at 18,380 feet.

He got his professional start after graduating Cum Laude from the University of Indiana - School of Law, when David opted to work for Messiah College, a small, Brethren-founded liberal arts school in Pennsylvania. But, Madeira is not your typical lawyer.

“I'd actually worked there as a dean before law school,” he says. “The school president told me that after I graduated, I'd have a guaranteed job as vice president for advancement and legal counsel. This is how my career in higher education began, and it became a driving force behind assuring America's Automotive Trust would feature a strong commitment to education through the RPM Foundation and America's Car Museum.”

After leaving the “idyllic life” at the “beautiful little school” tucked away in central Pennsylvania, David received a job offer from the University of Illinois at Chicago. He became vice president for advancement, overseeing the development of alumni, public relations, marketing and international

relations. He also became a vice president for the University of Illinois Foundation, where he helped Illinois become the first public university to raise \$1 billion.

So how did this lead to a CEO gig with a then-struggling car museum in the Pacific Northwest?

“I picked up a Wall Street Journal one day, and there was a story about the death of Harold LeMay. The story said he had the world’s largest collection of automobiles and his widow and a small group of Tacoma business leaders wanted to save this collection. I was making good consulting money, but I was bored. On a whim, I applied and got the job. Suddenly, Lynda and I were moving 2,500 miles from Chicago to a small town on the Puget Sound to try doing this crazy thing with the Museum.

David jumped into action. He conducted a situation analysis, “not a feasibility study, which most consultants recommend,” he says. This resulted in coining the name “America’s Car Museum” due to the nature of the collection and because the Museum would need to be embraced by people across the country to be sustainable. That was the easy part of the project.

The study’s vision was to preserve American automotive heritage, partner with automotive institutions and corporations nationally, serve the hometown community, and be an educational force while building a large board to promote the Museum throughout the U.S. We strove for the Museum to be built and operated 100 percent on philanthropy prior to opening its doors.

“We decided to create a destination where people would return to, not just a museum,” he says. “We needed to make this a fun and ever-changing environment. We needed a show field to host everything from Porsche Parades to jazz festivals. We needed to do drive-in movies that project off the side of the Museum walls. We needed an auto-related café, an area where people could store their vehicles and ‘hang out’ and, foremost, we wanted to be known as the group that’s promoting automotive enthusiast interests – a group that’s preserving history and is at the heart of the world’s automotive culture.”

David Madeira, the fundraiser, was progressing toward a \$75 million target and then the 2008 recession hit. “You can sit on the sidelines and complain, or you can step up to the plate and get the job done,” he says. “With the support of a great board, we reached our goal despite the disastrous economy. We’ve built a world-class Museum (construction began in 2010) when most people thought it couldn’t be done. USA Today called the grand opening ‘one of the top 8 cultural attractions to open in the world in 2012!’ I’m proud of that – and the public loves it!”

The goal of his latest project – America’s Automotive Trust – is to secure America’s automotive heritage, so that collector automobiles will always have a place in our society and a following of passionate enthusiasts for generations to come. The Trust includes a number of entities, including America’s Car Museum and The RPM Foundation, each with distinct roles in their shared commitment to securing America’s automotive heritage. Madeira currently resides in Gig Harbor, Washington.



AMERICA'S CAR MUSEUM®



Paul E. Miller

President and COO, LeMay - America's Car Museum

Paul E. Miller, a native and lifelong resident of Tacoma, Washington, serves as ACM President and Chief Operating Officer. A former Tacoma City Councilmember and Deputy Mayor, Paul's work with America's Car Museum ultimately allows him to continue his longstanding efforts to improve his hometown.

Paul was the first ACM Board Chairman and continues as a longstanding member of ACM's board. Paul also oversaw the construction of the four-story Museum building project adjacent to the Tacoma Dome.

Paul has devoted thousands of hours as a board member to numerous civic organizations, including Chairman of the Sound Transit Board, Chairman of the Pierce Transit Board, Member of the Puget Sound Regional Council and Pierce County Board of Health. Paul has served as a Donor Advisor to the Greater Tacoma Community Foundation and as a Senior Fellow of the American Leadership Foundation, among other civic efforts. His involvement in the community has also included a stint as Chair of the Tacoma Symphony Board, a post on the Organizing Committee for the Chihuly Center for Glass, District Chairman for the Boys Scouts of America and many other roles with local groups.

Paul has been Managing General Partner of Miller Investment Partnership (since 1979), a real estate investment and asset holding firm, and President of Leisure Development Co. (since 1982), a land development and commercial construction company. He is also a licensed commercial broker and owner of Paul E. Miller Brokerage, with a CCIM designation.

Paul was born and raised in Tacoma's west end, where he currently lives with his wife, Gloria, and daughter, Michelle.

Concours CLUB



Dean Carrell

VP for Institutional Advancement

Keeping America's automotive heritage thriving is an important responsibility. Dean Carrell brings an impressive track record of success to a crucial management role of Institutional Advancement, including the Concours Club, an entity of America's Automotive Trust, which facilitates philanthropic commitments aimed at providing a vibrant future for the collector car community.

As a fundraising professional with over two decades of experience, Dean enjoys developing relationships with individuals and organizations to help achieve their institutional missions and charitable goals. United Way of Pierce County, United Way of King County, Oregon Episcopal School, The Bush School and his alma mater, Seattle Pacific University, have all benefited from Carrell's energy and expertise.

Dean has a successful track record with annual giving, events, constituent relations, volunteer management, donor stewardship, major gifts, planned giving and capital campaigns. These experiences have also provided benefits in volunteer capacities with the Association of Fundraising Professionals, Advancement Northwest, PCC Farmland Trust, Council for Advancement and Support of Education (CASE) and, most recently, University Tutors for Seattle Schools. He is the father of two sons, and enjoys spending time with friends, open-water swimming, surfing, running, skiing and watching soccer. Dean currently resides in Tacoma, Washington.



Diane Fitzgerald

National Director, RPM Foundation

Diane Fitzgerald is the National Director of the RPM Foundation, an entity of America's Automotive Trust. Formerly the Hagerty Education Program at America's Car Museum, the RPM Foundation is a services-providing, resource sharing, grant-giving organization that accelerates the growth of the next generation of automotive Restoration and Preservation craftsmen through formal training and Mentorship.

Prior to her current role, she served as National Club Auto Director, expanding the reach of LeMay - America's Car Museum beyond its campus in Tacoma, Washington, with programs, events and activities for Club Auto and higher members. Before her employment with America's Car Museum in 2012, Diane was a member of ACM's Steering Committee for ten years, notably as one of the first non-Tacoma members.

Her background with cars, motorcycles, not-for-profits and small businesses is extensive.

Diane has supported a diverse group of client business leaders and managers in planning, developing and implementing initiatives for startups or young companies through her consulting firm, The Fitzgerald Group.

As president of Lotus Tours, an international motorcycle touring company, Diane managed all new projects and project development, new business development, operations and marketing and communications for over ten years.

Diane was Director of Global Thought Leadership Marketing & Communications at Andersen Consulting before it became Accenture. With a team from around the world, she led efforts to shape ideas from creation to implementation at the client services level in Europe, South America, Australia and the Pacific Rim.

As Senior Vice President of Sales & Marketing, Diane's online role at The Habitat Company, a Chicago real estate developer, brokerage and property manager, had P&L responsibilities. In that role, Diane's leadership helped increase revenues twenty-two percent, developed the brokerage sales force from sixteen to thirty-three brokers, increased productivity by twenty percent in six months and created structure for profitability/gap analysis.

Diane was Director of Corporate Communications at Fruit of the Loom, Inc., a role that served as liaison to the investor community and financial analysts globally and which included oversight of the Farley Family Foundation, named after Bill Farley, CEO of Fruit of the Loom at the time.

Prior to completing her MBA from the University of Chicago in 1993, Diane had been founding Executive Director of Marwen Foundation, a nonprofit visual arts organization – the first program of its kind in the country – focusing on inner-city youth, job training, college planning and career development through visual arts curriculum and making a lifelong commitment to the students.

With two Visual Arts degrees, Diane started her career as an art teacher, most recently at the Francis W. Parker School and The School of The Art Institute. She is a certified, licensed motorcyclist. Diane's personal riding highlights include several exotic trips to Brazil, Morocco, Thailand, Turkey and Africa.

Diane and her husband, Burt Richmond, live in a landmark home in historic Old Town Chicago, which they fully renovated to its 1882 distinction. It is one of the many development projects they have tackled over the years. Diane and Burt collect microcars, vintage motorcycles and scooters. Restoration is part of their collecting. Driving them is, too!



Matt Taylor *Director of Club Auto*

Matt Taylor is the Director of Club Auto, an entity of America's Automotive Trust, where he leads the organization's fundraising efforts. He has 11 years of relational fundraising experience, including eight years in major gifts.

Matt has worked for a variety of nonprofits serving mental health, youth development, social services, museums and higher education, including Seattle's Union Gospel Mission, Woodland Park Zoo and the University of Washington Information School.

Matt's fundraising philosophy is grounded in an understanding that transformational gifts for the donor and the organization should be cultivated within in the context of a relationship. Matt has served as a board member for both AFP Advancement Northwest, as well as the Northwest Development Officers Association (NDOA) since 2012.

Matt's grandfather was a mechanic in the United States Army Air Corps during WWII and later owned a body shop in a small town in Missouri who restored vintage cars in his spare time. He sees working with America's Automotive Trust as a way for him to carry forward this part of his family's story on a positive and collaborative advancement team.