



the new children's museum

## news release

**For immediate release**

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### **THE NEW CHILDREN'S MUSEUM ADDS FIVE NEW BOARD MEMBERS FOCUSED ON "NURTURING CREATIVE POTENTIAL"**

February 17, 2014 — San Diego — The New Children's Museum (NCM) announced last week that five new directors have joined their board. The Museum works to stimulate imagination, creativity and critical thinking in children and families through inventive and engaging experiences with contemporary art. A forward thinking institution with this type of innovative mission needs creative and talented board members to help lead the organization into the future. The five new directors join 15 other volunteers who will focus the Museum's efforts on nurturing the creative potential in children and helping build the workforce of tomorrow.

"I am so impressed with this group of individuals willing to donate their time and talent to our organization," said Board Chair Celeste Hilling. "Now that we have accomplished the successful launch of our latest exhibition, *Feast: The Art of Playing With Your Food*, we can look to the future and work together to make the biggest impact in our community."

New board members include:

**Tiffany Archer** is a marketing communications professional with over 23 years of experience developing and executing marketing campaigns for companies ranging from emerging technology startups to Fortune 500 retail brands. Most recently, Tiffany was a principal and founder of The MET Team, a full-service marketing, PR and interactive agency. Tiffany is currently a member of The Children's School PA Board and Development Committee. She has served as marketing chair on the Board of the San Diego MIT Enterprise Forum. An avid art collector, Tiffany has been a member of the "stART Up" and Contemporary Collectors groups at MCASD and co-chaired the museum's top grossing gala event, "Monte Carlo meets the Roaring 20s." Tiffany started her career with a BA from Purdue University in Communications and Advertising.

Tiffany lives in Carmel Valley with her husband and their son.

**Don Epstein** is co-owner and Managing Director of Cornerstone Media Group, a direct response media agency. Prior to that, he served as Vice President of New Business Development and Media for Fingerhut's television subsidiary. He worked in New York for the CBS Television Network, WCBS Newsradio 88 and Fox Television Stations' WNYW. Don graduated from the University of Massachusetts at Amherst, Boston University School of Law and received an MBA from Harvard Business School. After graduating Law School he was appointed to the Massachusetts Board of Higher Education. After moving to Minneapolis in 1993, he was involved with the Human Rights Campaign, serving locally as Co-Chair of its Federal Club, and on its national Board of Governors and on the national HRC budget committee. He is a member of the Harvard Business School alumni clubs of San Diego and of Southern California.

Don lives in Bankers Hill with his children.

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**Lynn Gorguze** is President and CEO of Cameron Holdings Corporation, which she co-founded in 1993. Lynn is currently co-chair of the capital campaign for the Duke University Nicholas School of the Environment, a member of the La Jolla Community Foundation Board and the San Diego WPO Chapter. She has previously held positions on the Francis Parker High School Development Committee and Centennial Endowment Campaign Committee. Lynn has an MBA from Washington University in St. Louis and a BS in Geology and Oceanography from Duke University. In 2006, she was awarded the Washington University, Olin School of Business Distinguished Business Alumni Award.

Lynn lives in La Jolla with her husband Congressman Scott Peters and their children.

**Ryland Madison** is Director of Product Marketing for Cox Communications California, where he leads business marketing efforts for Cox's residential services. He was a board member of Family Matters of San Diego for over six years and was the president for two years until it merged with The LGBT Center in 2007 where Ryland currently serves as executive board secretary. Ryland has served as a senior consultant with Oracle Corporation and worked for the Walt Disney Co. as an Imagineer. A Southern California native, Ryland graduated from UCSD and is now an active member of the alumni association. Ryland has been at the forefront of equal family rights in San Diego.

Ryland lives in Solana Beach with his husband and son.

**Gretchen Shaffer** is an attorney and a member of DLA Piper's Trusts and Estates practice where she advises clients on all aspects of estate planning matters. Gretchen received her J.D., from Villanova University School of Law and her B.A. in Computer Science from Colgate University. She regularly speaks in the community on estate planning topics and planned charitable giving and is a member of the Scripps Health Foundation Gift Planning Advisory Board. She is a co-author of an article entitled "*Windsor's* Impact on Estate Planning and Administration."

Gretchen lives in Mission Hills with her husband and two daughters.

#### **ABOUT THE NEW CHILDREN'S MUSEUM**

The New Children's Museum is a new model of children's museum whose mission is to stimulate imagination, creativity and critical thinking in children and families through inventive and engaging experiences with contemporary art. Serving San Diego for 30 years, the Museum opened in 1983 in La Jolla as the Children's Museum/Museo de los Niños and reopened downtown in 2008. NCM brings families together in a rich educational environment that fosters creativity — blending elements of children's museums and art museums. NCM is a non-profit institution funded by admissions, memberships and community support. To learn more, visit [thinkplaycreate.org](http://thinkplaycreate.org).

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