

News Release



California State Railroad Museum Foundation Names Cheryl Marcell as President & CEO

SACRAMENTO, Calif. (April 9, 2015) – The California State Railroad Museum Foundation has named Cheryl Marcell as President & CEO, effective April 13, 2015. The primary mission of the California State Railroad Museum Foundation is to raise and manage funds to support the California State Railroad Museum, Railtown 1897 State Historic Park and the future Railroad Technology Museum. The Foundation also provides long-term visionary guidance and assists California State Parks in helping to carry out their mission for these historic museums and park. Marcell replaces Kathy Daigle who has served the Foundation as executive director since 2010 and is retiring.

California State Railroad Museum Foundation Board Vice Chairman Roger Baccigaluppi spearheaded the nationwide search and Co-Chairs Robert Slobe and John Gilmore were on the committee to fill this critically important position. The hiring decision was unanimously approved by the Board on March 19, 2015.

"Cheryl takes over at one of the most dynamic times in the organization's history," said Foundation Vice Chairman Roger Baccigaluppi. "With her extensive experience and proven leadership qualities, Cheryl will be instrumental in guiding the exciting next chapter for these national and iconic treasures."

In an expanded President & CEO position for the Foundation, Marcell will be responsible for overseeing \$4 million in annual revenue and a \$2 million endowment; launching a major fundraising drive; working with an active Board of Directors, a Foundation staff plus hundreds of State Parks volunteers; leading an external public relations effort to create and launch a statewide and national outreach campaign; helping to provide vision for the future Railroad Technology Museum in the Railyards; and raising overall awareness and appreciation of these iconic rail-related treasures.

With an impressive and award-winning background in business development and communications, Cheryl joins the California State Railroad Museum Foundation from the Mineta San Jose International Airport where she has worked as the Deputy Director of Business Development since July 2013. Her previous work experience also includes (but is not limited to) working for the Airports Council International in Montreal, Canada as the Director of Communications and Events, and for the Sacramento County Airport System as Deputy Director of Marketing & Public Relations.

"I am thrilled to accept this leadership role at the California State Railroad Museum Foundation," said Cheryl Marcell. "Together with the staff and Board of Directors, we will continue to support the California State Railroad Museum and Railtown 1897 and bring more visitors and supporters to these incredible community assets. Additionally, the opportunity to help vision and create the Railroad Technology Museum is an important endeavor and one that I am eager to begin."

A 501(c)(3) nonprofit entity, the Foundation has raised or managed nearly \$60 million, providing several million dollars each year in critical operational support for educational, interpretive and volunteer programs, new exhibits, collections care, repair and restoration of historic railroad equipment at the Railroad Museum and Railtown 1897, as well as development work in preparation for the Railroad Technology Museum planned for two historic buildings in the Downtown Railyards. For more information about the California State Railroad Museum Foundation, visit www.csrmf.org

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