



National Canal Museum

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For Release on January 5, 2009
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Museum Names Executive Director

EASTON, Pa., January 5, 2009 – Today, John R. Krissinger, Chairman of the Hugh Moore Historical Park and Museums Board of Trustees, announced the appointment of Thomas Stoneback to the position of Executive Director of the National Canal Museum and Hugh Moore Park. Dr. Stoneback assumed his new position on January 1.

A committee consisting of members of the Hugh Moore Historical Park and Museums Board of Trustees, members of the Hugh Moore Park Commission, and representatives from the City of Easton conducted a national search for the new executive director. Stoneback replaces Rob Rudd who left in March 2008 to accept a position with the Winterthur Museum in Delaware.

Tom Stoneback comes to the museum as a recognized leader in marketing, communications and fundraising. He served on the senior management team of Rodale, Inc., the multi-national publishing company, for over 25 years. Working closely with Robert Rodale he observed first-hand the importance of community service. “It’s important to give back to the community,” said Stoneback. “The Canal Museum gives me that opportunity -- and more.”

Community service is nothing new to Stoneback. He was a member of the Delaware & Lehigh National Heritage Corridor Commission during the corridor’s formative years and served on the board of the Lehigh River Foundation as founder and chairman. His concern for the environment led to a long-time association with Wildlands Conservancy where he served on the board of directors as president. In addition, Stoneback’s leadership helped launch several other not-for-profit organizations, including the Rodale Fitness Park, successfully applying business and marketing

discipline to community causes.

On the national stage he was a member of the board of the Smithsonian National Postal Museum in Washington, D.C., advised the USDA, and served as loaned executive to Worldwatch Institute. Stoneback worked on numerous committees of the Direct Marketing Association, was president of its educational foundation, and was on the board of trustees of the Magazine Publishers of America.

Stoneback is an honors graduate of Lehigh University and holds a Ph.D. in infectious diseases from Hannemann Medical College.

In making the announcement, Krissinger said, “We are fortunate to have Tom at the helm of the park and museum with his depth of experience, and knowledge and commitment to the Lehigh Valley community. The board and staff are really looking forward to his leadership.”

“I’m excited to have this opportunity to lead the National Canal Museum,” said Stoneback. “The exhibits at Two Rivers Landing expose visitors to the importance of our historic canals and the birthplace of the industrial revolution, all here in the Lehigh Valley. And Hugh Moore Park has such tremendous value for us all; it’s truly a national treasure.”

The executive director oversees all museum and park activities including the National Canal Museum, Elaine and Peter Emrick Technology Center, library and archives, mule-drawn canal boat, Locktender’s House Museum, boat rentals, the restored Lehigh Canal, museum stores and publishing. He advises and serves as recording secretary for the Hugh Moore Park Commission. The executive director is assisted by a full-time staff of nine and approximately 20 part-time and seasonal employees.

The National Canal Museum is an affiliate of the Smithsonian Institution and is accredited by the American Association of Museums. Together with its partner The Crayola Factory, the museum enjoys an annual attendance of more than one quarter million visitors at Two Rivers Landing and 12,000 at the canal boat ride in Hugh Moore Park.

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