



## FOR IMMEDIATE RELEASE

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Press Room: [www.ansp.org/press](http://www.ansp.org/press)

### ACADEMY OF NATURAL SCIENCES NAMES STRATEGIC PLANNER

PHILADELPHIA—The Academy of Natural Sciences today announced the appointment of a lifelong Philadelphia-area resident with an extensive background in successful fundraising and program initiatives to be the museum's new vice president for strategic initiatives.

Sara Hertz of Ambler joined the Academy in late November after three years as vice president of development at the Philadelphia Zoo, where she led the effort to commemorate the zoo's 150th anniversary. Under her leadership, the zoo created the Global Conservation Prize, believed to be the world's most generous prize for international conservation. Before that, Hertz served as director of philanthropy for The Nature Conservancy, Pennsylvania Chapter, where she helped develop a five-year strategic plan, and as director of major gifts for the University of Pennsylvania. She also has extensive fundraising experience in the United Kingdom, where she worked for the World Wildlife Fund, Queen Elizabeth's Foundation for Disabled People, and the National Society for the Prevention of Cruelty to Children. At each of these, she worked with management to improve the overall delivery of the organization's mission.

At the Academy, Hertz will spearhead new initiatives in strategic and campaign planning, board development, and planning for the institution's 200th anniversary celebration in 2012.

"Sara brings the depth of organizational experience, sound strategic thinking, and creativity that will help propel us into our bicentennial celebration and third century," said Academy President and CEO George Gephart. "She is already having a very positive impact on our planning work, and I look forward to Sara's assistance in raising the Academy's visibility in our region."

"I am thrilled to serve in this critical position at such an important point in the Academy's nearly 200-year history," Hertz said. "This is a wonderful opportunity to make a real difference in the next phase of the Academy's future."

The Academy of Natural Sciences, founded in 1812, is the oldest natural science research institution and museum in the Americas and a world leader in biodiversity and environmental research. The mission of the Academy is the encouragement and cultivation of the sciences.

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*HOURS: Monday–Friday, 10 a.m.-4:30 p.m., Saturday–Sunday, 10 a.m.-5 p.m. ADMISSION: \$12 adults; \$10 children 3-12, seniors, college students, military personnel; free for members and children under 3. \$2 fee for Butterflies!*

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