



2022

INTERNATIONAL SPY MUSEUM ANNUAL REPORT





INTERNATIONAL SPY MUSEUM
SPYMUSEUM.ORG

2022

ANNUAL REPORT

TABLE OF CONTENTS

WELCOME	2
MISSION	4
EXHIBITIONS	6
EDUCATION & PROGRAMS	10
ACCESS TO SPY	14
THE INNER CIRCLE	18
DONOR HIGHLIGHTS & APPRECIATION	21
2022 FINANCIAL REVIEW	22
LEADERSHIP & STAFF	24





MALTZ FAMILY FOUNDATION

The International Spy Museum became a 501(c)(3) nonprofit institution in 2016, having operated as a private business for the preceding 14 years. This transformation was led by the Museum's founders, **Milton and Tamar Maltz**, whose forward-looking gift to the Museum made possible our move to Washington, DC's L'Enfant Plaza in 2019. Our transition affirmed the Museum as an institution operating in the public trust, dedicated to ensuring the widest possible access to our content and programs, to fostering public knowledge and awareness in an unbiased and accurate way, and to establishing sustainability through broad charitable support. Over the past seven years we have moved to a new location and launched a totally reimagined exhibition space, more than doubled the size of our collection, weathered two years of pandemic challenges, and more than doubled the amount of charitable support we receive from the community through foundation, donor, sponsor, and member support. We will be forever grateful to **Milton and Tamar Maltz and the Maltz family** who started it all.



DEAR FRIENDS,

The International Spy Museum (SPY) celebrated its 20th anniversary in 2022, a milestone achievement that reflects our standing within the cultural and educational communities of Washington, DC.

Since opening our doors in 2002 we have become a must-see destination for visitors from around the globe, fulfilling our mission to illuminate the shadow world of espionage and intelligence through an immersive experience that is informative, engaging, and thought-provoking.

Today, SPY's upward momentum continues. With the lifting of pandemic constraints, attendance is strong and growing stronger, as visitors – including thousands of young people participating in our workshops and field trips – eagerly share their experiences with friends and acquaintances.

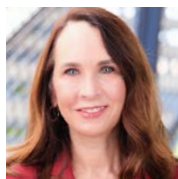
In fact, visitor reviews are now the most positive in our history, thanks in part to focused improvements that have enhanced the guest experience in our new home at L'Enfant Plaza. Beyond the walls of the Museum, millions more SPY fans now engage with us through our innovative online content and award-winning virtual programs. And recently our Board of Directors completed a five-year strategic plan that empowers an expansive vision for the future: reimagined permanent exhibits and new temporary exhibits; technology-enabled educational programs; community partnerships; and much more.

Looking forward to our third decade, we are profoundly grateful for the ongoing support of our growing family of partners, donors, members, and friends – the energy source that propels the unlimited prospects of this remarkable institution.

On behalf of the entire team, we offer our sincere thanks for all that you have done and continue to do to ensure the ongoing success of the International Spy Museum.

And with that, welcome to our next twenty years.

Respectfully,



**TAMARA
CHRISTIAN**
President & COO



**CHRISTOPHER
P. COSTA**
Executive Director



MISSION

The International Spy Museum creates compelling exhibitions and other learning experiences that shed light on the shadow world of espionage and intelligence, educating and challenging each of us to engage critically with the complex world around us.



EXHIBITIONS

UNVEILING THE SECRET WORLD

"This was an amazing experience. It was fun, interactive, and educational."

JEN SUTTROP – GOOGLE REVIEW



Long-hidden operations, sinister schemes, covert ploys, brazen treachery. The invisible world of espionage is brought out of the shadows in the engaging exhibits of SPY's immersive galleries, which welcomed **642,531 guests** from all **50 states** and nearly **100 countries**. Boasting the world's largest public display of authentic spyware, tools, and intelligence-gathering gadgets, as well as hundreds of images and dramatic recreations of true-life narratives, the Museum introduces visitors to the clandestine domain of officers, agents, and analysts who uncover and interpret the secrets that continue to change the course of world events.

IMPROVING THE VISITOR EXPERIENCE

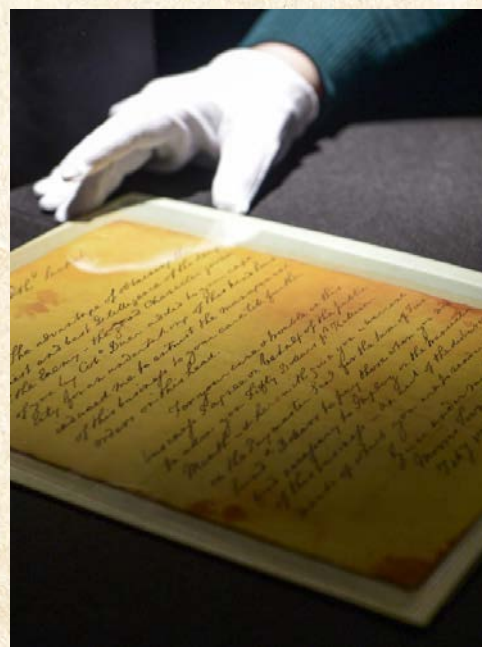
Feedback from our patrons inspired a major project in 2022 to upgrade key elements within SPY. Partnering with the planners at PGAV Destinations, we initiated nearly fifty improvements, including new interactive stations and signage designed to reduce crowding and wait times, as well as clearer maps to assist navigation of the multi-floor permanent exhibit space.



REVOLUTIONIZING A KEY EXHIBIT

THE LETTER COMES TO LIFE

With major support from the **Verstandig Family Foundation**, work began in 2022 on a major renewal of one of the Museum's centerpiece exhibits. *Spying Launched a Nation* is being transformed into a dynamic, immersive, interactive encounter. It tells the story of one of the most compelling chapters of the Revolutionary War - the establishment of the Culper Spy Ring, the rebel network that "out-spied" the British and helped the 13 colonies win their independence. Scheduled to open in late 2023, the exhibition highlights one of the Museum's rarest artifacts: the 1777 letter penned by George Washington authorizing America's first official effort at espionage.



OPERACIÓN JAQUE

THE INSIDE STORY OF A DARING MISSION

One of the boldest military operations in intelligence history came alive in the SPY pop-up exhibit *Operación Jaque*, which opened in May 2022 in partnership with the Embassy of Colombia. The previously top-secret covert mission employed code-breaking, cover identities, and fiendishly clever deceptions to liberate 15 men and women who had been held hostage for years in a jungle hideaway of the Revolutionary Armed Forces of Colombia (FARC). The plan succeeded perfectly, playing out in less than 30 minutes without a shot being fired.





TREASURES REVEALED EVERY OBJECT TELLS A STORY

The Spy Museum cares for more than **10,000 intelligence-related artifacts**, many of them extremely rare and on public view for the first time. In 2017, **Keith and Karen Melton's** pledged donations from their world-renowned collection more than doubled the size of our holdings, and each year new items from the Meltons are officially transferred to the Museum. Exciting additions in 2022 include British double agent Kim Philby's pipe, hat, tea samovar, and a portrait of Lenin that he kept on his desk in Moscow, as well as the watch and signed confession of notorious double agent Robert Hanssen. These and similar rarities are on display in the *Spies and Spycatchers* gallery on the Museum's fourth floor.

EDUCATION & PROGRAMS

SECRETS REVEALED

"...a great place for children and adults of all ages to see and understand the history of espionage and intelligence operations."

DANIEL WARD – GOOGLE REVIEW



From virtual field trips to lectures and special events, the Museum's educational and public programs guide learners of all ages into the shadow world of espionage and intelligence. In 2022, SPY's education team interacted with **18,812 students and adults**, sparking their curiosity about challenging topics with **434 innovative, award-winning opportunities** to explore, to learn, and to think differently about the world around them.

42

Adult
Programs

8,123

People reached
through Adult
Programs

392

Youth & Family
Programs

10,689

People reached
through Youth &
Family Programs



CUTTING EDGE CONTENT

Led by SPY's in-house team of professionals and a host of visiting intelligence practitioners, historians, journalists, and other world-class experts, Museum programming delves deep into historic and contemporary espionage topics and episodes. Participants of all ages are engaged by hundreds of virtual and in-person events, such as lectures, film screenings, book signings, *Spy Chats* with Executive Director Chris Costa, and the groundbreaking *SpyCast* podcast series, which presents fresh perspectives on national security news and compelling real stories of intelligence history. Guests in 2022 included **Dr. Fiona Hill** (Senior Fellow at the Center on the United States and Europe in the Foreign Policy program at the Brookings Institution); **David Cattler** (NATO's Assistant Secretary-General for Intelligence and Security); **Joe Weisberg** (creator and executive producer of the FX television series *The Americans*); and many others.

While most 2022 adult programs took place virtually (reaching viewers in 43 countries), SPY also hosted seven in-person events. One highlight of the year was the "Spies and Spymasters" cocktail party marking the Museum's 20th anniversary, where guests mingled with 13 former spies and enjoyed exclusive access to our exhibits and artifacts.

"CAPTIVATING
AND DEEPLY
INFORMATIVE"



50,000+

VIEWERS WATCHED
SPY CHAT ON YOUTUBE.

2,251,895

SPYCAST PODCAST
DOWNLOADS IN 2022.



“I LOVE THAT [THIS WORKSHOP] ENCOURAGES STUDENTS TO THINK ABOUT THE WORLD DIFFERENTLY AND TO THINK ABOUT THE SKILLS THEY ALREADY HAVE THAT CAN BE APPLIED TO NOVEL SITUATIONS.”

“

INNOVATIVE, CURRICULUM-DRIVEN STUDENT WORKSHOPS & PROGRAMS

The International Spy Museum reached more than 8,000 students in 2022 with hands-on, standards-driven workshops, distance learning, exportable curricula, and onsite explorations of our unique artifacts and resources. Each learning opportunity provided a unique perspective on traditional curriculum as studied through the prism of intelligence and espionage. In addition to in-person workshops in Washington, DC, schools and groups worldwide participated in virtual field trips using interactive videoconferencing. In 2022, the Center for Interactive Learning and Collaboration recognized the value of these virtual field trips with its coveted Pinnacle Award.

Recognizing the importance to teacher planning of STEAM initiatives, Core Curriculum, C3, and 21st Century Skills, in 2022 the SPY education team invited DC-area faculty to our first *Educator Day Out* since the pandemic. During this one-of-a-kind program, more than 800 attendees toured exhibits, viewed artifacts from the Vault, explored dozens of free curriculum and classroom activities, and participated in hands-on workshop demonstrations.

2022 ONSITE STUDENT WORKSHOPS

117 Workshops
2,608 Participants

2022 VIRTUAL STUDENT WORKSHOPS

223 Workshops
5,993 Participants

ACCESS TO SPY

OPENING OUR DOORS TO ALL

The International Spy Museum maintains a special emphasis on ensuring that visits to our institution are within the reach of everyone. To that end, the ***Access to SPY*** initiative offers robust programming focused on enhanced accessibility for the wide range of underserved communities.



ENGAGING TITLE ONE SCHOOLS

Support from the **Diana Davis Spencer Foundation** enables SPY to offer free field trips and workshops to Title 1 schools across the country. To qualify, schools must have 50% or more of their students on a free or reduced-price lunch program. In 2022, the Museum's team of educators conducted 126 workshops and welcomed 3,072 students to tour the exhibition galleries.

WELCOMING THE NEURODIVERSE COMMUNITY

Children with autism and sensory differences have been a special focus of groundbreaking programs at SPY since 2016. During these events, we dim lights and soften ambient sounds to create an environment in which young visitors can enjoy the galleries without distractions. Additional support in the form of trained staff and designated quiet rooms is also available. In 2022, the Museum launched our first program for autistic adults, an often overlooked but rapidly growing population. With the help of groups like The Cool Aspies and the Best Buddies VA & DC chapter, SPY's educators created an evening program that included a social hour, spy meet-and-greet, and an adult-friendly scavenger hunt. The free event was a hit with the public and the press, drawing 450 registrants and coverage in a feature article in *The Washington Post*.



"So often when places offer sensory-friendly events, they are designed with families and kids in mind. But what makes [the Museum's] event unique is that it recognizes autistic children grow up and have their own needs and wants as adults.

...The museum's actions offer a lesson for other places that want to be more inclusive."



THE WASHINGTON POST



SPY WITH ME

Working with retirement community and service organization partners in the DC area and beyond, *Spy with Me* is a unique initiative designed specifically for people living with dementia and their care partners. Currently offered virtually for health and safety reasons, the program employs music, video, still photography, and artifacts to engage and stimulate its audience with compelling spy stories from the past. Launched just before the onset of the pandemic, this program grew dramatically in 2022, becoming so popular that SPY now offers two sessions each month.





Credit: Tickets for Kids

OPERATION: ADMISSION

Visitors with limited financial resources can discover SPY's exhibits through *Tickets for Kids*, which provides low-income and at-risk kids with free admission to cultural, educational, and athletic venues. SPY contributed 50 free admissions in 2022, with plans to expand the program in 2023. SPY also welcomed more than 550 guests through *Museums for All*, an initiative of the Institute of Museum and Library Services that provides significantly discounted tickets to visitors receiving food assistance (SNAP) benefits.



MEET PATRICE

The Spy Museum joined forces with the WeGo Foundation to arrange interactive experiences for hospitalized children who are unable to come to the Museum. The Foundation's VGo telepresence robot named Patrice allows young patients to visit virtually from their beds at Johns Hopkins Children's Center. SPY's educators lead the tours, providing educational enrichment and a safe and entertaining respite from the challenges these youngsters face every day.



THE INNER CIRCLE

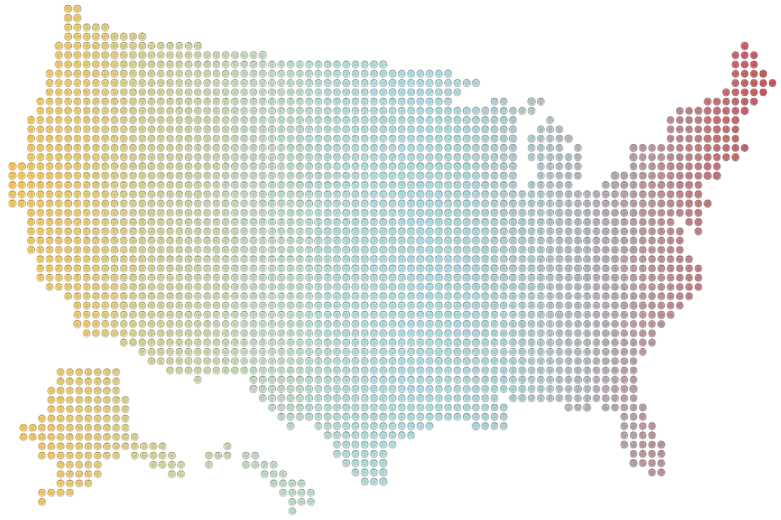
Members not only receive exclusive access and benefits – they are also an essential part of our donor community.



A community of
1,100
SPY Members

Membership
grew by
78% ↑

Members in 48 US states



Members come from countries across the globe:

Australia, Canada, France, New Zealand, Sweden, the United Arab Emirates, the United Kingdom, and the United States.

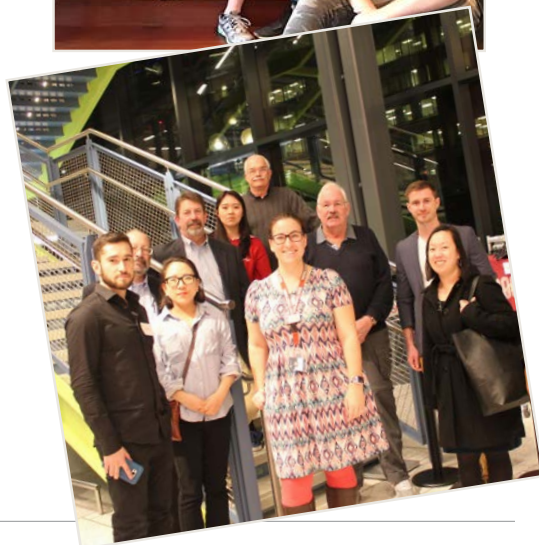
THANK YOU **SPY MEMBERS** FOR SUPPORTING OUR MISSION

February 2022 saw our first Appreciation Days, during which SPY members took advantage of free guest passes to introduce family, friends, and colleagues to the Museum. Because our membership spans the entire United States and extends abroad, we also held a virtual event in June that included an exclusive look at our pop-up exhibit *Operación Jaque*. And in November, members enjoyed an exclusive shopping event for holiday purchases in our retail store.



VOLUNTEERS & INTERNS: SPY'S INTELLIGENCE AMBASSADORS

The SPY team is especially grateful to our diverse group of volunteers, who are often a visitor's first impression of the Museum. Greeting and engaging with guests in our lobby and exhibit galleries, these incredibly dedicated individuals – some of whom boast intelligence backgrounds themselves – donated **1,502 hours of service** in 2022 alone. At the same time, internships for post-secondary students have provided professional experience for dozens of young people in the Museum's Collections, Programs, and Development departments. In 2022, this initiative was expanded to include paid positions.



VOLUNTEERS

Farah Balsara
Annabel Barbour
Elhan Bisle
Yassir Bouchmama
Judith Bowman
Brian Callsen
Stella Cammack
Rami Cohen
Emely Contreras
Clare Daly
Abbi Dobbartin
Karen Epstein
Christian Evangelista
Steve Feldman
Lauren Fletcher
John Garama
Magda Gomez
Bonnie Jackson

Steven Kent
J.C. Lintzenich
Terry Maguire
Scott Manoff
Catherine Mastrippolito
Shane Mastrippolito
Chris McCormick
Michael McHenry
Joshua McKenna
Andy McLeod
Brandi O'Neal
Imani O'Neal
Emma Pederson
John Prevar
Rowbe Pun
Paige Quinlan
Sebastian Rodionov
Jack Ronayne

Nick Sampson
Peter Savard
Richard Schwartzbard
Justine Singer-Kaufold
James Sorensen
Rachel Stagner
Satya Valiveti
Joel Weber
Carol Wells

INTERNS

Breighanne Brown
Erin Dietrick
Vann Eason
Kayla Jones
Abigail Krull
Kelly Stewart
Eugene Stickley

2022 DONOR SPOTLIGHT & APPRECIATION

TRANSFORMATIVE GIFTS

VERSTANDIG FAMILY FOUNDATION

This multi-year, \$3 million grant supports the reimagining of the *Spying Launched a Nation* exhibit (expected to be completed in late 2023) and other Museum needs.

DIANA DAVIS SPENCER FOUNDATION

A \$300,000 grant continues to support the *Diana Davis Spencer Giving Back Initiative*. The funding provides K-12 workshops, field trips, scholarships for SPY Camp and SPY Fest, and programs for sick and hospitalized children.

PRITZKER MILITARY FOUNDATION

As part of its ongoing \$150,000 grant, the Pritzker Family Foundation, on behalf of the Pritzker Military Museum and Library, supports virtual adult education programs, the Museum's signature annual Parade of Trabant event, Cuban Missile Crisis Professional Development for educators, new video content for youth programs, and improvements to the Museum's Digital Learning Hub.

ANDREW & BARBARA TAYLOR

A \$1M unrestricted gift from St. Louis philanthropists Andrew and Barbara Taylor directly supports the Museum's work on education, expanding access for all, and preserving history.

THANK YOU TO OUR DONORS

Fifty million. That's the number of lives the Spy Museum wants to touch over the next five years with innovative programs, dynamic exhibits, and impactful community initiatives that expand public understanding of espionage and intelligence and promote critical thinking about the complex world around us. Thanks to our foundation partners, donors, sponsors, and members, we are on track to meet this exciting and ambitious goal.

Every donation, no matter its size, is important to us and greatly valued. Together we are shedding light on a mostly hidden but vital history, preserving a unique collection of artifacts for future generations, and ensuring access to the SPY experience for underserved members of our community.

We cannot thank you enough for joining us in our mission and generously sharing your resources, expertise, and enthusiasm for this work with us and our community.



URSULA OAKS

Vice President of Philanthropy

2022 DONOR LIST

Thank you to our generous donors who gave or pledged \$250 or more in 2022. Your support is crucial to our mission at the International Spy Museum and allows us to continue our important work.

\$1,000,000 & ABOVE

Andrew and Barbara Taylor
Verstandig Family Foundation

\$100,000-999,999

Diana Davis Spencer Foundation
Pritzker Military Foundation on
behalf
of the Pritzker Military Museum &
Library

\$25,000-99,999

Anonymous
Booz Allen Hamilton

\$10,000-24,999

ACT for Alexandria/The Giving Girls
Arcfield
Jeremy Bash
The Honorable James Blanchard
and Mrs. Janet Blanchard
FH+H
Diane Frankel
Glenmede
Leslie and Robert Lacin
Keith and Karen Melton
Vice Admiral Peter V. Neffenger
Katherine Wood
Mark S. Zaid, Esq.

\$5,000-9,999

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\$2,500-4,999

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Thrivent

\$1,000-2,499

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\$500-999

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Joy Albi
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Allen Cline
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Robert Iommazzo
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 John and Wil Nichols
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GIFTS-IN-KIND

Jeni's Splendid Ice Creams
 The Malrite Company
 Tomahawk Strategic Solutions
 Wegman's Food Market Inc.

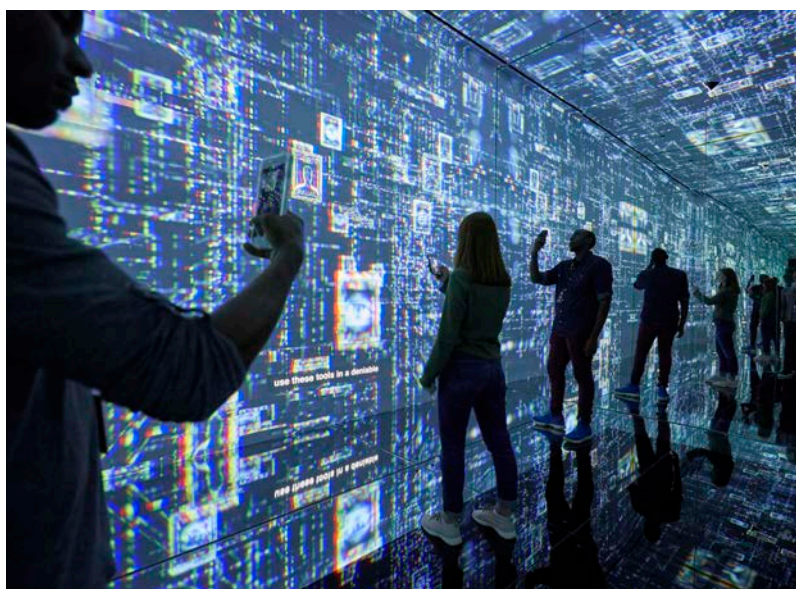
Gifts received above in honor of the following individuals:

Robert Cardillo
 Mary Beth Long
 Keith and Karen Melton
 The People of Ukraine
 William H. Webster

Gifts received above in memory of the following individuals:

Peter Earnest
 Robert Wingfield

The Spy Museum has made every effort to ensure that this is an accurate list. Please call 202.654.0961 if you have questions or concerns.



2022 FINANCIAL REVIEW

STATEMENT OF FINANCIAL POSITION

ASSETS

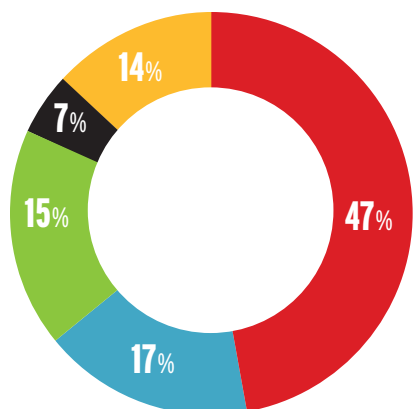
Cash and Cash Equivalents	\$15,613,542
Inventory	\$293,303
Prepaid Expenses	\$414,232
Receivables	\$80,000
Total Current Assets	\$16,401,077
Investments	\$117,306
Construction In Progress	\$242,689
Property Plant and Equipment	\$119,963,566
Intangible Asset	\$900,000
Interest Rate Swap	\$2,302,454
Goodwill	\$65,956
Total Assets	\$139,993,048

LIABILITIES

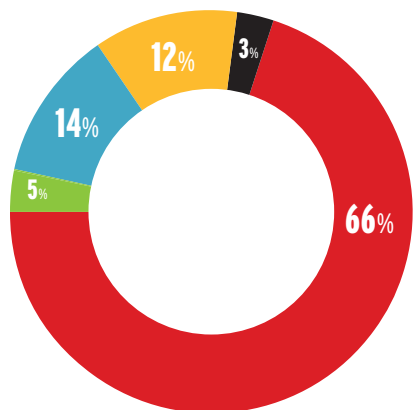
Accounts Payable	\$528,171
Accrued Expenses	\$1,590,462
Deferred Revenue	\$718,235
Bond payable, current maturity	\$1,318,276
Total Current Liabilities	\$4,155,144
Loan Payable, net of current maturity and unamortized debt issuance costs	\$43,746,228
Other Liabilities	\$117,306
Total Long-term Liabilities	\$43,863,534
Unrestricted Net Assets	\$91,974,370
Total Liabilities and Net Assets	\$139,993,048



STATEMENT OF ACTIVITIES & CHANGES IN NET ASSETS



- MUSEUM ADMISSIONS / PROGRAMS
- MUSEUM SHOP
- PRIVATE EVENTS
- CONTRIBUTIONS / GRANTS
- COVID GRANTS



- PROGRAMMATIC
- MUSEUM SHOP
- PRIVATE EVENTS
- FUNDRAISING
- ADMINISTRATION

OPERATING REVENUE

Museum Admissions / Programs	\$14,870,696
Museum Shop	\$5,471,697
Private Events	\$4,976,868
Contributions / Grants	\$2,146,283
COVID Grants	\$4,431,705
Total Operating Revenue	\$31,897,249

OPERATING EXPENSES

Programmatic	\$17,023,151
Museum Shop	\$3,569,766
Private Events	\$1,200,050
Fundraising	\$868,723
Administration	\$3,063,605
Total Operating Expenses	\$25,725,295

Change in net assets before operating activity	\$6,171,954
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NON-OPERATING ACTIVITY

Change in Interest Swap	\$7,638,947
Interest Expense	(1,372,873)
Interest Income	\$111,757
Total Non-Operating Activities	\$6,377,831

Change in net assets	\$12,549,785
Net assets, beginning of period	\$79,424,585
Net assets, end of period	\$91,974,370

LEADERSHIP

BOARD OF DIRECTORS

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Jeremy Bash

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Ursula Oaks
Vice President of
Philanthropy

Sandy Poindexter
Vice President of Retail

Melissa M. Ricks
Vice President of
People and Culture

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Mary Henderson
Madelaine Register

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Ursula Oaks
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Melanie Wright
Mary Zehe

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Kathryn Keane
Anna Slafer

Madison Strausser
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Germin Merino Chavez
Jose Matta
Kelvin Portillo
Jose Rivera Del Cid
Sean Stanford

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April Zola Emerson
Tracey Holmes
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Alicia Bravo-Arduz
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Matthew Davis
Laurice Djepeno
Ben Duwell
Chris Falcioni
Mikaela Ferrara
Alex Fisher
Eric Green

Tricia Haynes
Unray Headen
Melanie Helvick
Rebecca Horvath
Hadley Johnson
Jacob Kemp
Mark Kernohan
Michael Kruelle
Christian Little
Puneet Manikandan
Donnell Milligan
Van Ha Nguyen
Hannah Nguyen
Makayla Obasun
Corey Price
Talisa Proctor
Larry Roth
Eden Roy

Gloria Schedgick
Julia Tibert
Owen Vacheron
Armani Wall
Berto Weeks
Bria Whitaker
Maddie Willingham
Sage Wilson
Ben Wilson
Bianca Yanez

HR

Marcia Dudley
Lydia Folks
Melissa Ricks

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Santiago Davila
Jen House
Nassor Khalfani
Alfredo Masso
Timothy Miller
Mike Mincey
Memphis Vaughan III

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Afua Anokwa
Aliza Bran
Emily Coletta
Colette Fahy
Emily Rens
Ariel Samuel

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Erich Brubaker
Manon Cook
Justin Henderson
Nia Hill
Bradley Johnson
Nykeesha Jones
Ryan Jones
Madi Kinsler
Stephanie Lay
Amanda Lincoln
April Morrow
Laurie Pomerson
Rebecca Ross
Cori Talbot
Ali Thomey
Delia Titzell

Programs

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