INTERNATIONAL SPY MUSEUM
NAMING OPPORTUNITIES
The International Spy Museum offers a visitor experience unlike any other in the world and will take that to a higher level in its new permanent home at L’Enfant Plaza in Washington, DC.

Presented in an artfully-designed space redolent of intrigue, conspiracy, secrecy, and deception, the permanent exhibition and frequently changing special exhibits will reveal the hidden realm of espionage as never before.

With unrivaled access to the global intelligence community, the Museum presents a unique portrayal of the ongoing history of clandestine activities at home and abroad.

The Museum is an educational institution that engages visitors with compelling stories about the vital role that intelligence activities have played throughout human history — and continue to play today. The Museum will offer a unique visitor experience at its new home including:

- Authentic artifacts from real case histories, many on public display for the first time
- Historical images, films, videos, and audio recordings from key events
- Interactive exhibits and immersive experiences that give visitors hands-on encounters with the secret realm of espionage
- Timely special exhibits providing insights into contemporary events making headlines

The Museum encourages visitors to engage with new information in ways that enhance understanding and retention. Public programs reach diverse audiences throughout the Washington, DC area and beyond.

We are now seeking support to build our educational opportunities and ensure the Museum’s long-term sustainability. We hope you will join us on this journey.

While the Museum remains open at its current F Street location throughout construction, an expanded and revitalized International Spy Museum will open to the public in a new purpose-built home at L’Enfant Plaza.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Vision</th>
<th>p. 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letter from Our Founder</td>
<td>p. 4</td>
</tr>
<tr>
<td>Letter from Our Executive Director</td>
<td>p. 5</td>
</tr>
<tr>
<td>New Asset for Our Nation</td>
<td>p. 6</td>
</tr>
<tr>
<td>Letters from H. Keith Melton &amp; Judge William H. Webster</td>
<td>p. 7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Naming Opportunities Overview</th>
<th>p. 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Plaza &amp; 1st Floor</td>
<td>p. 9</td>
</tr>
<tr>
<td>South Plaza: Monumental Sculpture &amp; Plaza Furniture</td>
<td>p. 10</td>
</tr>
<tr>
<td>1st Floor: Lobby &amp; Donor Recognition Wall</td>
<td>p. 12</td>
</tr>
<tr>
<td>2nd Floor: Learning Center</td>
<td>p. 14</td>
</tr>
<tr>
<td>3rd Floor: Special Exhibitions &amp; Spy Theater</td>
<td>p. 16</td>
</tr>
<tr>
<td>4th &amp; 5th Floor: Permanent Exhibition</td>
<td>p. 18</td>
</tr>
<tr>
<td>RFID Interactive Experience Badges</td>
<td>p. 22</td>
</tr>
<tr>
<td>6th Floor: Distance Learning Studio</td>
<td>p. 26</td>
</tr>
<tr>
<td>7th &amp; 8th Floor: Private Events Space &amp; Roof Terrace</td>
<td>p. 28</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spy Leadership</th>
<th>p. 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board of Directors</td>
<td>p. 31</td>
</tr>
<tr>
<td>Ex-Officio</td>
<td>p. 35</td>
</tr>
<tr>
<td>Advisory Board</td>
<td>p. 36</td>
</tr>
<tr>
<td>Honorary Board</td>
<td>p. 40</td>
</tr>
<tr>
<td>Letter from Rebecca Diamond</td>
<td>p. 42</td>
</tr>
</tbody>
</table>

| More Ways to Get Involved / Contact Us      | p. 39                 |

---

**Rebecca Diamond**  
Vice President of Development & Membership  
**Ph:** 202.654.0954  
**Email:** RDIAMOND@SPYMUSEUM.ORG

Scan this code to interact with a virtual reality model of the future International Spy Museum.  
Recommended viewer: QR Reader by Scan, Inc.  

*Hickok Cole Architects*
When I served in the National Security Agency in the 1950s, intelligence activities at home and abroad were only rarely in the public spotlight. As a result, few people outside the profession understood how profoundly espionage and intelligence had shaped our world.

Half a century later, I founded the International Spy Museum with two goals in mind. First, I hoped to reveal to the public the secret history of history—the stories of clandestine operatives around the globe who worked in the shadows to safeguard the interests of their countries. My second goal was to illuminate the nature and broad range of intelligence, illustrating the techniques of spycraft and educating new generations on the vital role that espionage has played in both war and peace.

Since opening in 2002, the Museum has been one of Washington, DC’s most popular visitor destinations—proof that the quest we have pursued is of lasting value. Today’s headlines about widespread data theft, damaging leaks, and cyber-espionage only reinforce our belief that now, more than ever, we all need to understand the impact of intelligence activities, not only on nations, but on the lives of individuals as well.

The Museum is taking steps to ensure that our educational mission continues well into the future. We are a 501(c)(3) nonprofit institution, and we are now in the process of erecting a new permanent home at L’Enfant Plaza—a landmark structure that allows us to expand our exhibits, provide more student-directed educational programs, and enhance the overall visitor experience.

We hope you will lend support to our efforts as we prepare to engage, inform, and educate millions more visitors at the International Spy Museum.

Sincerely,

Milton Maltz
Founder and Chairman of the Board
International Spy Museum
These are indeed uncertain times. It is the era of so-called “fake news,” a time when the power of social media can be manipulated to influence political outcomes and sow disinformation, and when proxy warfare, terrorism, and political assassinations seem to be increasing across the globe. These are the shadowy battlegrounds where intelligence services practice their craft.

Intelligence services resist politicization of their work; they counter foreign powers they deem hostile to their nation; they hunt terrorists; and perhaps most importantly, they seek truth for their decision makers.

It’s been said that intelligence and espionage occurs in the ‘backstairs of history’ largely unseen and undetectable. The work is often unsung, frequently fictionalized, and at times misjudged by those it serves. And still, intelligence and espionage are nurtured in part by a genuine fascination with the stories of intelligence officers, their agents, and their risky missions.

On my very first day at the International Spy Museum I watched one of our educators guide third graders in an experiment with a secret writing formula that was used during the American Revolution. Before my very eyes, these children were animated by the stories and the tradecraft, but most importantly, the children had an insatiable curiosity about the American Revolution – it seemed that espionage sparked their interest in history. Intelligence and espionage, then, served as a vehicle to transform formative learners on a path to become lifelong learners.

This is an exciting time for the International Spy Museum. Our move to L’Enfant Plaza allows us to continue to inform, educate, and entertain millions of visitors in a new landmark Washington, DC building with interactive learning experiences and an unparalleled collection of one-of-a-kind artifacts that has tripled in size.

As a career intelligence officer with over three decades of experience, spanning from the Cold War to a post-9/11 world, from combat zones to quiet city streets, I am confident that the International Spy Museum will continue to shed light on intelligence and tradecraft from ancient civilizations to the present day. And in today’s sometimes unsettling world, with the necessary support, the International Spy Museum will provide a deeper understanding of the outsized importance of intelligence throughout history.

Sincerely,

Christopher P. Costa
Executive Director
International Spy Museum
The International Spy Museum (SPY), a museum exploring the craft, practice, history, and contemporary role of espionage, opened in Washington, DC on July 19, 2002. The International Spy Museum is the only public museum in the United States solely dedicated to espionage and intelligence and the only one in the world to provide a global perspective on an all-but-invisible profession that has shaped history and continues to have a significant impact on world events.

The International Spy Museum features the largest collection of international espionage artifacts ever placed on public display. Many of these objects are being seen by the public for the first time. These artifacts illuminate the work of famous spies and pivotal actions, as well as help bring to life the strategies and techniques of the men and women behind some of the most secretive missions in world history.

SPY creates a unique learning opportunity for everyone. Visitors are able to step through the doors and have a hands-on learning experience that isn’t like any other museum. Since fascination is the most effective way to convey information and promote learning, guests will learn through intrigue. Visitors will leave SPY so interested in the material at hand that they can’t help but want to know more.

WE BELIEVE THAT INTELLIGENCE IS THE FRONT LINE OF A NATION’S NATIONAL SECURITY AND AS SUCH, IT IS THE RESPONSIBILITY OF ALL CITIZENS TO UNDERSTAND ITS ROLE IN OUR PAST, PRESENT, AND FUTURE.
During the last 45 years I have traveled the globe assembling the world’s largest private collection of espionage paraphernalia and devices...from Moscow’s Red Square, to “ground zero” of the Cold War in Berlin, I’ve met with intelligence officers, agents, double-agents, moles, technicians, and heads of intelligence services to seek out the rarest, and most obscure artifacts. From a tiny microdot about the size of the period in this sentence, to the Alpenstock (ice axe) that killed Leon Trotsky, and the world’s smallest operational spy submarine (the WW2 SOE “Sleeping Beauty”), I’ve been permitted the opportunity of preserving and protecting these incredible artifacts.

In 1999, I had the opportunity to begin working with Milt Maltz and the team that designed and opened the International Spy Museum in 2002. It has been, and continues to be, a fascinating experience. Milt’s vision and focus on creating a truly unique Spy Museum has never wavered and its success is a testament to him and the amazing team of dedicated professionals that make it possible every day. I have been privileged to serve on SPY’s Board of Advisors since 2002, and I now serve on the Governing Board.

In looking forward to my own future, and the future of my collection of thousands of artifacts, I can think of no better home for them than in our new, purpose-built building. I would like to invite each of you to contribute as well, and join us as a member and donor. We solicit your participation, energy, and financial support. Milt has made this all possible, but it is up to us to continue the mission.

H. Keith Melton
Founding Governing Board Member
International Spy Museum

Throughout history, nations have relied upon intelligence to protect their citizens and achieve their most important objectives, both in war and in peace. Classification and encryption are examples of how this secrecy is protected.

Offensively, nations engage in spying— or “espionage”— to ascertain the objectives and capabilities of their adversaries. Covert actions are a vital part of this process. All of this must be managed in conformity with our laws and our Constitution.

Sir William Stephenson, known famously as “The Man Called Intrepid” wrote: “But, as in all enterprise, the character and wisdom of those to whom it is entrusted will be decisive. In the integrity of that guardianship lies the hope of free people to endure and prevail.”

In my almost 14 years as Director of the FBI and CIA, I came to appreciate the courage, intelligence, and dedication of the men and women who serve in this sensitive arena with their achievements often concealed.

The public’s interest in the International Spy Museum has been huge. Its programs have enlightened the history and purpose of this important craft in ways that no other educational institution has done for the highly interested public and it deserves our full support.

Please join me to create a legacy with the new International Spy Museum building and help to support the future of the Museum.

The Honorable William H. Webster
Founding Advisory Board Member
International Spy Museum
NAMING OPPORTUNITIES OVERVIEW

ULTRA LEVEL
$2,000,000 - $5,000,000
Name given to the intelligence collected from the breaking of secret Axis codes, particularly Enigma during WWII

- Lobby P. 9
- Special Exhibitions P. 16
- Spy Theater P. 16
- Exhibition Sponsor P. 18
- Private Events Space P. 28
- Roof Terrace P. 28

MAGIC LEVEL
$500,000 - $1,999,999
Name given to the decryption of the Japanese diplomatic code PURPLE. Essential to the WWII victory in the Pacific war

- Monumental Sculpture (Exterior) P. 10
- Learning Center P. 14
- Exhibition Sponsor P. 18

ALSOS LEVEL
$250,000 - $499,999
Name given to the mission to collect intelligence on the German atomic bomb program during WWII

- Exhibition Sponsor P. 18
- RFID Interactive Experience P. 22
- Distance Learning Studio P. 26

CYCLONE LEVEL
$100,000 - $249,000
Name given to the American arming of the Mujahedeen against the Soviet invaders in the 1980s

- Exhibition Sponsor P. 18
- RFID Interactive Experience P. 22

FORTITUDE LEVEL
$50,000 - $99,999
Name given to successful deception operation in the lead-up to the D-Day operation during WWII

- Plaza Furniture (Custom Benches) P. 11
- Exhibition Sponsor P. 18
- RFID Interactive Experience P. 22

VALKYRIE LEVEL
$10,000 - $49,999
Name given to the operation to kill Hitler by some of his highest-ranking generals during WWII

- Exhibition Sponsor P. 18

PAPERCLIP LEVEL
$1,000 - $9,999
Name given to the operation to exfiltrate top German scientists from Europe following WWII

- Seats in Theater P. 16
- Exhibition Sponsor P. 18

PRINCIPLES OF DONOR RECOGNITION

Donors who contribute to our campaign will be provided recognition based on the following principles:

- All naming opportunities of $1 million or more are a 10 year life span with first right of refusal to donor.

- Recognition in perpetuity: Your gift to SPY at the PAPERCLIP LEVEL and above will receive permanent recognition.

- Parity of recognition: Donors will be recognized commensurate with giving level, with the largest donors receiving greatest visibility.
SOUTH PLAZA & 1ST FLOOR

10TH STREET
SOUTH PLAZA: MONUMENTAL SCULPTURE

This monumental piece of art will be located outside on the South Plaza for all passers-by to enjoy. Your name will be recognized on the side of the sculpture for all to see. Millions are expected to take photos in or on this sculpture.

Made possible by
MR. AND MRS. MILTON MALTZ

MONUMENTAL SCULPTURE RECOGNITION | $1,000,000
(ONLY ONE AVAILABLE)
SOUTH PLAZA: FURNITURE - CUSTOM BENCHES

Help visitors enjoy our South Plaza. By donating a custom bench, you create a warm and inviting environment outside of our new home. Donor names will be engraved on the side of all benches.

CUSTOM BENCHES
RECOGNITION | $75,000 EACH
1ST FLOOR LOBBY: DONOR RECOGNITION WALL

Your name will live in perpetuity on our donor wall with your gift of $1,000+. Your name will be featured on our donor wall based on your gift level.

Donors contributing between $100-$999 will be recognized on our digital interactive screen, which will be featured as part of our Donor Recognition Wall.

*Names are placeholder only
*Donor Recognition Wall material shown as of publication date. Subject to change
2ND FLOOR: LEARNING CENTER
The Museum’s new state-of-the-art Learning Center will be a place where both young and old take their visit to the next level. Interactive, hands-on workshops, simulation activities, teacher professional development, and dialogue with former spies extend and deepen the Museum’s educational mission. Since 2011, more than 42,000 students have participated in dynamic curriculum-based workshops viewing espionage and intelligence through the lens of subject areas in Science, Technology, Engineering, Math, English Language Arts, Social Studies, Civics, and History. SPY makes a special effort to reach out to the local community and the nation’s most underserved Title 1 School Districts. Over 26% of the students served by educational programming are enrolled in the Museum’s Title 1 complimentary admission program.

The new Learning Center will be 30% larger than the existing classroom, allowing the Museum’s education staff to double the number of students served and offer simultaneous classes with the addition of an extendable sound-proof airwall. Interactive whiteboard technology will be installed in each classroom space allowing for video, hands-on analysis, and document sharing capability.
3RD FLOOR: SPECIAL EXHIBITIONS & SPY THEATER
SPECIAL EXHIBITIONS
NAMING | $3,000,000

Dedicated space for special exhibitions will help the Museum to continually offer exciting new content and a refreshed visitor experience. The space will allow the Museum to mount its own large temporary exhibitions or host traveling exhibitions from around the world. Naming the special exhibitions space will put your name or company name in front of hundreds of thousands of new and returning Museum visitors.

SPY THEATER
NAMING | $2,000,000

SEATS IN THEATER (145 SEATS TOTAL)
NAMING | $5,000 EACH

The Museum’s new theater will provide dedicated accessible space for educational programming for all ages. From tradecraft workshops to spy seminars, lectures, and films, the theater will allow SPY to offer exclusive opportunities for the public to meet real spies and dive deeper into the topic of intelligence and espionage. A placard engraved with a name or description of your choice will be placed on the seat back. Your placard will be seen by hundreds of thousands of visitors each year and remind future audiences that your personal commitment makes their Museum experience possible.

Seat Numbers 133-140 have a price point of $7,500 due to higher visibility of placards.
4TH & 5TH FLOOR: PERMANENT EXHIBITION
REIMAGINED & MODERNIZED EXHIBITIONS

The Museum will be completely reimagined and modernized to expand and diversify its reach – sharing intelligence stories from across the globe and throughout history. The new exhibits explore the full intelligence process from collection to analysis to action, as well as moments when espionage changed history. The new permanent exhibition looks at both the “how” and “why” of spying and highlights the many roles individuals play in intelligence work – from the agents and their handlers in the field who conduct espionage or carry out covert operations to the technical wizards who invent the critical gadgets that support them.

With interactive and immersive exhibits, and in-depth stories of intrigue, daring, and betrayal, the Museum will put visitors in the shoes of the officers, agents, and analysts who work in the shadows, as well as the leaders who make use of their work – sometimes with life or death consequences.

GALLERIES INCLUDE:

» **STEALING SECRETS** explores the art and science of gathering secret information.

» **MAKING SENSE OF SECRETS** uncovers how analysts make sense of collected intelligence and assess issues. Visitors are challenged to think like an analyst by exploring three stories highlighting different types of intelligence problems.

» **COVERT ACTION** reveals the people, planning, tools and consequences of seven different types of covert operations.

» **SPYING THAT SHAPED HISTORY** encompasses seven exhibits with stories illustrating the impact of intelligence on history, including successes and failures, new tech tools, and the tension in balancing the needs for secrecy and security.

» **AN UNCERTAIN WORLD** introduces visitors to five types of internal threats and the techniques used to combat them. They discover how nations throughout history have struggled to assess who poses a threat and how they can be stopped.

Sponsorship opportunities are available at every level within the permanent exhibition. Selected large artifacts, including sections of the Berlin Wall and a piece of the Berlin Tunnel can also be sponsored. Inquire to learn more.
4TH & 5TH FLOOR: PERMANENT EXHIBITION

SAMPLE EXHIBITS

SPIES & SPYMASTERS
Visitors explore six stories about real spies including Sir Frances Walsingham and Queen Elizabeth, James Armistead Lafayette, Mata Hari, Dmitri Bystrolyotov, Morten Storm, and Mosab Yousef and Gonen ben Itzhak.

TOOLS OF THE TRADE
Visitors uncover the stories of the engineers, scientists, and artists who create the ingenious tools of the trade and can participate in hands-on challenges that address the problem solving and creativity involved in tradecraft areas such as disguise, lock-picking, and creating signals.
CODES

Visitors get an inside view on the key WWII code-breaking stories of Enigma, Purple (Japanese diplomatic code) and Midway (JN25), and try their hand at a variety of interactives, such as the Caesar Cipher and Cardano Grill.

TURNCOATS AND TRAITORS

Visitors learn about the impact of Aldrich Ames, Robert Hanssen, Kim Philby, Adolf Tolkachev, and more.
RFID INTERACTIVE EXPERIENCE BADGES

Each visitor will receive a badge embedded with Radio Frequency Identification (RFID) to send customized content throughout their experience. The interactive experience using RFID technology will trigger personalized content from immersive cover stories to showcasing an individual’s spy skills and will provide seamless tracking of a visitor’s performance for their personal assessment dossier.
MARKETING OPPORTUNITY

Place your logo on the more than 600,000 keepsake badges that are expected to be distributed in just the first year of operation. The special marketing benefits associated with the interactive experience Badge Sponsorship ensure high visibility and awareness for your brand. Lanyard and Kiosk sponsorships are also available.

**RFID INTERACTIVE EXPERIENCE BADGES**

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Location and Size Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALSOS</td>
<td>Company name or logo (on front of RFID card)</td>
</tr>
<tr>
<td>PLATINUM SPONSORSHIP (ONLY ONE AVAILABLE)</td>
<td>Company name or logo (on front of RFID card, location and size subject to agreement between SPY and sponsor)</td>
</tr>
<tr>
<td>CYCLONE</td>
<td>Company name or logo on top back of RFID approximately 3/4” square*</td>
</tr>
<tr>
<td>GOLD SPONSORSHIP (THREE AVAILABLE)</td>
<td>Company name or logo on bottom back of RFID approximately 1/2” square*</td>
</tr>
<tr>
<td>SILVER SPONSORSHIP (SIX AVAILABLE)</td>
<td>Company name or logo on bottom back of RFID approximately 1/2” square*</td>
</tr>
</tbody>
</table>

Please contact Rebecca Diamond to discuss your interest in RFID marketing/sponsorship opportunity.

*SUBJECT TO CHANGE - BASED ON SIZE OF RFID CARD*
RFID INTERACTIVE EXPERIENCE BADGES
LEFT: In the Pre-Briefing Area visitors can register for the Undercover Mission, a series of RFID-based interactive experiences throughout the museum that test, track, and assess their spy skills and characteristics.

RIGHT: Introduces visitors to the people on the receiving end of intelligence—including national leaders, military commanders in the field, and those at the front lines of national security.
6TH FLOOR: DISTANCE LEARNING STUDIO
DISTANCE LEARNING STUDIO
NAMING | $350,000

In 2012, SPY invested in distance learning video-conferencing equipment to extend the reach of its dynamic educational workshops to students around the globe and those who are unable to travel to the Museum. Virtual field trips for students have been offered in 41 US states as well as Australia, Mexico, and Canada. Additionally, the new equipment and the studio allow the Museum to reach senior centers, libraries, and incarcerated youth, as well as offer professional development to teachers who cannot travel to the Museum. In the new SPY building, the studio will be expanded to incorporate green screen technology and sound-proof walls. This will allow the Museum to fully engage learners at a distance through live, “hands-on”, interactive opportunities.
7TH FLOOR: PRIVATE EVENTS SPACE & 8TH FLOOR: ROOF TERRACE
PRIVATE EVENTS SPACE
NAMING | $3,000,000

With sweeping views of DC, our new private events space will be able to accommodate up to 500 people. Place your name for hundreds of thousands to see annually.

ROOF TERRACE
NAMING | $3,000,000

With views of the National Mall and the Potomac River, our new Roof Terrace will be the perfect space for private event needs and will give your name high visibility.
ABOUT THE FOUNDERS

MILTON MALTZ

Milton Maltz is the driving force behind the International Spy Museum, and serves as the Chairman of its governing board. He founded Malrite Communications Group, Inc. in 1956 and served as its Chairman and CEO until he sold the company in 1998. Under his direction, Malrite became one of the most successful operators of radio and television properties in the country, with stations in major markets like New York and Los Angeles. In 1985, he was the recipient of the prestigious Dively Award for Entrepreneurship, receiving a Chair from the Harvard Business School. Mr. Maltz served as Director of Key Bank, and in 1996 was inducted into the Cleveland Business Hall of Fame. Two of his outstanding civic endeavors have been the creation of the Maltz Family Foundation and his involvement in the founding and development of the Rock and Roll Hall of Fame and Museum, in which he played a major role in obtaining the project for the City of Cleveland. Active in numerous philanthropic and civic organizations, Mr. Maltz and his family work to support various charities both nationally and internationally. Mr. Maltz earned a B.S. degree in journalism from the University of Illinois. A veteran of the United States Navy, Mr. Maltz developed an interest in intelligence and national security issues when he worked for the National Security Agency in Washington, DC.

TAMAR MALTZ

Tamar Maltz is a graduate of Roosevelt University in Chicago with a degree in education, teaching in the Michigan and Maryland School Systems. She also taught Hebrew at the Fairmount Temple Hebrew Schools in Cleveland. Mrs. Maltz has served on the boards of Montefiore Home for the Aged, and Friends of the Aaron Garber Library. She is a founding board member of the Board of Directors of the International Spy Museum. She was a major stockholder and director of
Malrite Communications Group, a national broadcasting firm. Mrs. Maltz has been a long time contributor to basic scientific research in the field of mental illness through the Brain & Behavior Research Foundation and served as a director of that organization. She received the “Trailblazer of the Year” award in 1994 from the Planned Lifetime Assistance Network of Northeast Ohio for creating social and recreational opportunities through the Jewish Community Center for individuals suffering from mental illness. Other major philanthropies include the creation of Gallery One at the Cleveland Museum of Art and the renovation of Severance Hall, home of the Cleveland Orchestra. Mrs. Maltz and her husband revived the Playhouse in Jupiter, Florida (formerly the Burt Reynolds Dinner Theater), developing it as a traditional regional theater. The Theatre, now known as the Maltz Jupiter Theatre, opened on February 29, 2004. An auditorium seating 500 at the Jupiter campus of Florida Atlantic University’s Lifelong Learning Center was named after Mrs. Maltz and her husband in a ceremony at the University on November 8, 2002. Mrs. Maltz and her husband are major donors in the Bascom Palmer Eye Institute, University of Miami School of Medicine. Bascom Palmer is the nation’s number one eye hospital according to U.S. News & World Report.

BOARD OF DIRECTORS

THOMAS M. BECKER | Board Member

Tom Becker served as the 17th President of the Chautauqua Institution before retiring in January of 2017. He joined the Chautauqua Institution in 1985 as Vice President of Development. In this role, and later as Chief Executive Officer of the Foundation, he managed the growth of the Foundation into a professional fundraising organization. Through his tenure, he raised over $200,000,000 in support of the Institution and successfully guided a capital campaign to build, rebuild, and endow nearly all of the program facilities of the Institution. Becker received his bachelor’s degree from Xavier University and his Master of Public Administration from Indiana University. He is a recipient of the Distinguished Alumnus Award from the Indiana University School of Public and Environmental Affairs and the Lifelong Learning Award from Teachers College Columbia University. He currently serves on the boards of The Lincoln Institute for Land Policy in Cambridge, Massachusetts, The Ralph C. Sheldon Foundation of Jamestown, New York and The Claremont Lincoln University in Claremont, California.
**GOVERNOR JAMES BLANCHARD** | Board Member

Born in Detroit, Michigan, Gov. Blanchard served four terms in the US House of Representatives before taking over what was described as “the toughest governor’s job in America.” *Newsweek* magazine credited Governor Blanchard with being one of the best governors in America. He chaired the Democratic Governors Association. Gov. Blanchard was appointed Ambassador to Canada by President Bill Clinton in 1993 and served in that capacity until 1996. Blanchard currently serves as Vice Chairman of the Foundation for the National Archives, Co-Chair of the Ambassador’s Circle for the National Democratic Institute (NDI), and is Chair Emeritus, Government Affairs for the global law firm of DLA Piper.

---

**PETER EARNEST** | Board Member

Founding Executive Director Emeritus of the International Spy Museum, Mr. Earnest served more than 35 years in CIA’s Clandestine Service, with additional roles as an Inspector with the Inspector General, Chief of Legislative Liaison to the US Senate, and as Director of Media Relations. A member of the Senior Intelligence Service (SIS), he was awarded the Intelligence Medal of Merit. Later, Earnest was President and Board Chair of the Association of Former Intelligence Officers (AFIO). He co-authored *The Handbook of Practical Spying, Business Confidential*, and *Harry Potter and the Art of Spying*.

---

**MICHAEL N. HARRELD** | Board Member

Michael N. Harreld is the immediate past president of PNC Bank in Greater Washington and currently special advisor to the chairman of The PNC Financial Services Group. Over a 48-year distinguished career with PNC and its Louisville, KY, based predecessor Citizens Fidelity Corporation, Harreld has overseen all aspects of the bank’s local operations. Harreld moved to Washington in 2005 to lead PNC after its acquisition of Riggs National Bank. For the past 12 years has been actively engaged in civic activities. Currently, he serves on the boards of the Federal City Council, the United Way of the National Capital Area, the Economic Club of Washington DC, The Meyer Foundation, Raise DC and HEROES, Inc.
GENERAL MICHAEL V. HAYDEN | Board Member

General Hayden is a retired US Air Force four-star general, former Director of the National Security Agency, Principal Deputy Director of National Intelligence, and Director of the Central Intelligence Agency. As Director of the Central Intelligence Agency, General Michael V. Hayden was responsible for overseeing the collection of information concerning the plans, intentions and capabilities of America’s adversaries; producing timely analysis for decision makers; and conducting covert operations to thwart terrorists and other enemies of the US. General Hayden is currently a Principal of The Chertoff Group and a Distinguished Visiting Professor at George Mason University.

MARY KRAFT | Board Member

Senior Director for Hewlett Packard Enterprise, Ms. Kraft has 33 years of experience in leading global business operations for a technology services organization. She is a respected dynamic leader, solutions provider, and team builder. Ms. Kraft strategically engages in business growth and development and ensures operational plans are in place to achieve organizational milestones and objectives related to fiscal management, employee administration, and customer experiences.

THOMAS P. MELCHER | Board Member

As Glenmede’s Associate Director of Investment Management, Mr. Melcher is responsible for the integration of investment process and client service. Mr. Melcher joined Glenmede after twenty-six years at PNC, where he most recently served as EVP and Chief Investment Officer for the PNC Asset Management Group. Mr. Melcher has been quoted extensively in financial press; and has been featured in The Family Office Book, written by Richard Wilson. Mr. Melcher also authored the forward to Sell Like A Team by Michael Dalis and was twice recognized as one of the nation’s “Top 100 Wealth Advisors” by Worth Magazine.
H. KEITH MELTON | Founding Board Member

Historical advisor to the US Intelligence community, Mr. Melton owns the world’s most extensive collections of espionage devices, weapons, and equipment. Part of his large collection is on permanent display inside CIA Headquarters and is featured in his book, The Ultimate Spy Book. Additional books include Spycraft: The Secret History of the CIA’s Spytechs, from Communism to Al-Qaeda, The Spy’s Guide to Escape and Evasion, The Spy’s Guide: Office Espionage, and The Official CIA Manual of Trickery and Deception. He has produced and been featured in more than 40 television documentaries on espionage and currently serves as a consultant on the FX hit show “The Americans.”

JILL SINGER | Board Member

Vice president of national security at AT&T’s government solutions unit, Ms. Singer took on her current role after 27 years of public and private sector experience. Ms. Singer oversees the delivery of strategic technology solutions and services to national security agencies throughout the global public sector marketplace. Her federal career includes time as CIO at the National Reconnaissance Office and deputy CIO at the CIA. Ms. Singer currently provides guidance to the Intelligence and National Security Alliance, AFCEA, and The Cipher Brief as an advisory board and committee member. She also works as an executive-on-grounds at the University of Virginia’s McIntire School of Commerce.

LORI STOKES | Board Member

Co-anchor of Good Day New York on WNYW-TV, FOX 5, Ms. Stokes began her journalistic career in Illinois as a medical reporter. She operated in several major markets throughout the east coast including: WBTV in Charlotte, NC; WBFF in Baltimore, MD; and WJLA in Washington, DC before becoming the first African American to broadcast on MSNBC. Stokes co-anchored Eyewitness News This Morning on WABC-TV before joining WNYW-NY in 2017. Along the way, Stokes has picked up Emmy and AP Awards as well as a Peabody Award for her reporting. A graduate of Ohio State and Howard University in Washington, DC, Ms. Stokes is the daughter of the late Congressman Louis Stokes, a founding board member of the International Spy Museum’s Advisory Board of Directors.
EX-OFFICIO

TAMARA CHRISTIAN
Ex-Officio

President and Chief Operating Officer of the International Spy Museum, Ms. Christian has more than 20 years of experience in Marketing and Business Development, including serving as President and CEO of National Trade Productions, an event and trade show management company. Ms. Christian also spent several years at the private equity firm Blackstreet Capital Management as an Operating Partner before joining the International Spy Museum in 2011. Ms. Christian has a B.S. in Marketing from the University of Richmond and an MBA from George Washington University.

C and a civilian at Naval Special Warfare Development Group, he was inducted into United States Special Operation’s Commando Hall of Honor for lifetime service to US Special Operations. Most recently, he served as the Special Assistant to the President & Senior Director for Counter-terrorism at the White House.

CHRIS COSTA
Ex-Officio

Executive Director of the International Spy Museum, Colonel (Ret) Costa’s 34-year DoD career included 25 years as an intelligence officer serving with Special Operations Forces (SOF). Colonel Costa earned two Bronze stars for sensitive human intelligence work in Afghanistan. As a civilian at Naval Special Warfare Development Group, he was inducted into United States Special Operation’s Commando Hall of Honor for lifetime service to US Special Operations. Most recently, he served as the Special Assistant to the President & Senior Director for Counter-terrorism at the White House.

JAMES GOMEZ
Ex-Officio

President and COO of The Malrite Company, Mr. Gomez oversees the operational and financial management of business affairs for all of The Malrite Company’s projects. This includes the International Spy Museum in Washington, DC, the Maltz Museum of Jewish Heritage in Cleveland, Ohio and the Maltz Jupiter Theatre in Jupiter, Florida. Mr. Gomez also heads The Maltz Family Office, a broad investment organization that also oversees a number of philanthropic projects. Mr. Gomez is a Certified Public Accountant and has a bachelor’s degree in business and accounting from Cleveland State University.
ALISON BOUWMEESTER
Board Member

During her 28-year career as an Operations Officer, Station Chief, and leader in the CIA’s Directorate of Operations, Ms. Bouwmeester focused on denied area operations, counterintelligence, counterterrorism, and leveraging technology for operational success. Ms. Bouwmeester received the Career Intelligence Medal, the National Intelligence Certificate of Distinction, Intelligence Community Meritorious Unit Citation, and numerous Exceptional Performance Awards. Ms. Bouwmeester now works as a private sector executive bringing industry best practices, solutions, and expertise to the Intelligence Community.

STEVEN CASH
Board Member

Currently serving as Counsel with the Law Firm of Day Pitney, Mr. Cash has broad experience at the federal and state level in the executive, legislative, and judicial branches. In 1994 he joined the CIA’s Office of General Counsel transferring to the Directorate of Operations before leaving the Agency in 2001. Mr. Cash is the owner and founder of Deck Prism, LLC, a consulting firm specializing in providing assistance to US and state government entities. He is the co-chair of the Bar Association of the District of Columbia’s Committee on National Security Law, Policy & Practice, and has taught courses at both American University and The George Washington University related to intelligence.

ROLLIE FLYNN
Board Member

A 30-year veteran of the CIA, Ms. Flynn held a number of senior executive positions at the Agency including: Associate Deputy Director of the National Counterterrorism Center; Executive Director of the CIA Counterterrorism Center; Chief of Station in major posts in Southeast Asia and Latin America; and Director of CIA’s Leadership Academy. Ms. Flynn is currently Managing Principal at Singa Consulting, a Senior Fellow at the Foreign Policy Research Institute, a member of the Council on Foreign Relations, and an adjunct Professor at Georgetown University’s McCourt School of Public Policy and School of Foreign Service/Security Studies Program.

DAVID KAHN
Founding Board Member

The world’s leading expert in the history of cryptology (making and breaking codes and ciphers), Mr. Kahn serves as an expert commentator to the media on this topic. He has taught modern political and military intelligence at Yale and Columbia Universities and was a visiting historian with the National Security Agency. His books on cryptology and intelligence gathering include The Codebreakers; Hitler’s Spies: German Military Intelligence in World War II; and Seizing the Enigma: The Race to Break the German U-boat Codes.
MAJOR GENERAL
OLEG KALUGIN
Founding Board Member

A retired Major General in the 1st Chief Directorate of the KGB, General Kalugin was the youngest general in the history of the Soviet intelligence service. Early in his 32-year career, he worked undercover as a journalist while attending New York’s Columbia University and then conducted espionage and influence operations as a Radio Moscow correspondent with the United Nations. General Kalugin played a major role in the John Walker spying as Deputy Chief of the KGB station at the Soviet Embassy in Washington, DC. He was also an elected member of the Soviet parliament during Gorbachev’s administration and was one of the first reformers of the KGB.

MELISSA BOYLE
MAHLE
Board Member

A former US intelligence officer and expert on the Middle East and counterterrorism, Ms. Mahle spent 16 years as a covert operative for the CIA. While in the field, she worked against many of the key challenges to US national security, including running operations against al-Qaeda terrorists and illicit networks selling weapons of mass destruction. Ms. Mahle is the author of the book *Denial and Deception: An Insider’s View of the CIA from Iran-Contra to 9/11.*

DAVID G. MAJOR
Founding Board Member

The first FBI official to be appointed to the National Security Council, Mr. Major served as the Director of Counterintelligence, Intelligence and Security Programs. During his 24-year FBI career specializing in counterintelligence, he was involved in more than 100 espionage cases. He is the founder and President of The Centre for Counterintelligence and Security Studies in Alexandria, Virginia.

KEITH J. MASBACK
Board Member

The US Army's first Director of Intelligence, Surveillance, and Reconnaissance Integration, Mr. Masback is an internationally recognized authority on geospatial intelligence (GEOINT). During his 30-year professional career, Mr. Masback commanded a unit that brought intelligence from satellites and aircraft to soldiers in the field and, later, led an organization responsible for prioritizing and managing the collection by imaging and missile warning satellites at the National Geospatial-Intelligence Agency. He is the CEO of the United States Geospatial-Intelligence Foundation and serves on the Department of Commerce's Advisory Committee on Commercial Remote Sensing. He is also the Vice Chair of the Department of Interior's National Geospatial Advisory Committee.
ANTONIO JOSEPH MENDEZ
Founding Board Member

A former Chief of Disguise and Chief of the Graphics and Authentication Division in the CIA’s Office of Technical Service, Mr. Mendez’s 25-year career with the Agency included undercover work in the most important theaters of the Cold War. Mr. Mendez conducted the secret rescue of six US diplomats during the Iran hostage crisis in 1980. That operation was the basis of the Oscar Best Picture winner Argo starring Ben Affleck as Mr. Mendez. He earned the CIA’s Intelligence Medal of Merit, the Intelligence Star, and two Certificates of Distinction. Mr. Mendez is currently a landscape painter, author, lecturer, and consultant on intelligence matters.

JONNA HIESTAND MENDEZ
Founding Board Member

A former Chief of Disguise in the CIA’s Office of Technical Service, Ms. Mendez is also a specialist in clandestine photography. Her 27-year career, for which she earned the CIA’s Intelligence Commendation Medal, included operational disguise responsibilities in the most hostile theaters of the Cold War, from Havana to Moscow to Beijing and ultimately into the Oval Office. She is currently a fine arts photographer, author, lecturer, and consultant on intelligence matters, and she served as a technical consultant to the CBS television series, “The Agency.” With her husband, Antonio, she published Spy Dust: A True Story of Espionage and Romance.

MALCOLM W. NANCE
Board Member

A career US Navy terrorism intelligence collector, code breaker, and interrogator with wide-ranging field and combat experience in the Middle East, South West Asia and Africa. A frequent guest commentator on breaking news, he’s the author of The Terrorist Recognition Handbook, The Terrorists of Iraq, and An End to al-Qaeda and Defeating ISIS. He is a Middle East policy advisor to the US and international governments on special operations, homeland security, and intelligence.

ROBERT WALLACE
Board Member

A retired senior intelligence officer, Robert (Bob) Wallace served in the Central Intelligence Agency from 1971 through 2003. His field assignments included that of case officer and Chief of Station. He was appointed Deputy Director of CIA’s Office of Technical Service (OTS) in 1995 and elevated to Office Director in 1998. He retired in 2003 with multiple awards including recognition by the CIA’s Inspector General, the Intelligence Medal of Merit, the Distinguished Career Intelligence Medal, and two Clandestine Service Donovan Awards. He frequently speaks and writes on intelligence and has co-authored several books including SPYCRAFT, The Official CIA Manual of Deception and Trickery, and three volumes of Spy Sites.
THE HONORABLE WILLIAM H. WEBSTER

Founding Board Member

The only person to have served as both Director of the Federal Bureau of Investigation (1978-1987) and Director of Central Intelligence (1987-1991), Judge Webster’s distinguished career includes appointments as a judge of the US Court of Appeals for the Eighth Circuit, as US District Court judge, and as a federal prosecutor in Missouri. He currently serves as a consulting partner with the law firm of Milbank, Tweed, Hadley & McCloy LLP and is the chairman of the Homeland Security Advisory Council.

KRISTIN WOOD

Board Member

During her 20-year CIA career, Ms. Wood served in the Director’s area and three Agency directorates—analysis, operations, and digital innovation—leading a wide variety of the Agency’s missions in analysis and operations. Ms. Wood served most recently as Deputy Chief of the Innovation & Technology Group at the Open Source Center (OSC). She led OSC’s open-source IT and innovation efforts to extract meaning from big data by guiding multi-disciplinary teams of analysts, data scientists, data management officers, engineers, programmers, developers and researchers in creating tools, methodologies, and infrastructure for the future.

AMBASSADOR R. JAMES WOOLSEY

Board Member

A former Director of Central Intelligence (1993-1995), Mr. Woolsey had a distinguished career in the US Government, where he served on five different occasions. Mr. Woolsey held Presidential appointments in two Republican and two Democratic administrations. He was also previously a partner at the law firm of Shea & Gardner in Washington, DC, where he practiced for 22 years in the fields of civil litigation and alternative dispute resolution. Mr. Woolsey is currently the chairman of the Foundation for the Defense of Democracies.
HONORARY BOARD MEMBERS

GEORGE H.W. BUSH

ROBERT GATES

JOHN NEGROPONTE

JAMES CLAPPER

WILL HURD

MANDY PATINKIN

ROBERT De NIRO

DAVID IGNATIUS

GARY POWERS JR.

JOEL FIELDS

JOHN E. MCLAUGHUN

NEAL PURVIS

HARRISON FORD

MICHAEL MORELL

MATTHEW RHYS
SPONSORSHIP OPPORTUNITIES PLEDGE FORM

DONOR INFORMATION

Donor(s) Name: 

Primary Point of Contact: 
(for corporate gifts)

Address:

City:    State:            Zip:

Phone:   Email:

PLEDGE INFORMATION

In support of the International Spy Museum, I/we would like to pledge the amount of $__________.

☐ A single gift. Payment information is below.

☐ Monthly payments of $ _________ starting on ______/______/_______ (DD/MM/YY)

☐ Annual payments of $_______ over_______ years starting _____/_____ (MM/YY)

☐ Please keep this gift/pledge anonymous.
I/we are interested in the following naming opportunity(ies): __________________________________

Naming opportunities in the donor’s name or in honor or memory of a loved one are available at many different levels.

PAYMENT INFORMATION

☐ I/we wish to pay by check. 
Please make checks payable to: International Spy Museum

☐ I/we wish to give by credit card.
☐ Visa ☐ Amex ☐ Mastercard ☐ Discover

Name on Card: 

Account #: 

Exp. Date:   Security Code:

Signature       Date
(required for payment and all pledges)
Letter from Rebecca Diamond

As you have seen in the preceding pages, the new International Spy Museum promises to be a unique landmark in the heart of the nation’s capital — an educational institution that both informs and captures the imagination of visitors from across the country and around the world.

By supporting our mission, you can express your commitment to the goals we espouse and align yourself prominently with this renowned and highly valued cultural resource.

The new Spy Museum will combine under one roof a rarely seen inside view of the past, present, and future of espionage and intelligence. Our exhibits will employ engaging interactive displays to tell the stories of unknown heroes and heroines from the clandestine world. Our 145-seat theater will present experts addressing spycraft and related subjects that promote analytical and critical thinking. And our programming will enhance public understanding of the role that intelligence operations play in the lives of everyday people.

We hope that after reviewing this brochure you will find the International Spy Museum an institution worthy of your support. As you saw, there are numerous naming opportunities at various funding levels, as well as a host of benefits that recognize your generosity. Whether you represent a family, an enterprise, or an organization, I am confident that together we can find an option that will meet your needs and fulfill your goals.

Please feel free to contact me with any questions you might have or to schedule a hard hat tour. I can be reached at 202.654.0954 or via email at rdiamond@spymuseum.org.

Thank you for your interest in the International Spy Museum.

Sincerely yours,

Rebecca Diamond
Vice President of Development & Membership
International Spy Museum
MORE WAYS TO GET INVOLVED

BECOME A MEMBER
CORPORATE INNER CIRCLE™
INTERNATIONAL SPY MUSEUM / AGENT INC.
Your company's all access pass awaits...

International Spy Museum Membership Office
Alec Minicucci, Membership
ph: 202.654.0961 | email: aminicucci@spymuseum.org

MEMBERSHIP OPTIONS:

AGENT
/ $2,500
SPECIAL AGENT
/ $5,000
AGENCY
/ $10,000
HEADQUARTERS
/ $15,000
CENTRAL INTELLIGENCE
/ $25,000

WAYS TO GIVE
Members and friends may support the International Spy Museum in a number of ways. Stay connected with our educational outreach through:

» Send A Kid To Spy Camp
» Support Title 1 Admission Program
» Corporate Support
» Sponsor Educational Outreach Through Our Annual Educator Night Out
» Education Fund
» Artifact Fund
» Sponsor A Workshop For Underserved Youth

We would be pleased to work with you to structure a gift that best meets your charitable goals.

CONTACT US

The Development team at the International Spy Museum is responsible for fundraising, Board cultivation, donor management, membership management, and grant writing. Everything they do supports the Museum’s mission to educate the public about espionage and intelligence in an engaging way and to provide a context that fosters understanding of their important role in and impact on current and historic events.

Rebecca Diamond
Vice President of Development & Membership
ph: 202.654.0954
e-mail: rdiamond@spymuseum.org

Sofia Morales
Development & Membership Director
ph: 202.654.2853
e-mail: smorales@spymuseum.org

Alec Minicucci
Membership Manager
ph: 202.654.0961
e-mail: aminicucci@spymuseum.org

Colin McDonnell
Development & Membership Assistant
ph: 202.654.2840
Email: cmcdonnell@spymuseum.org

The International Spy Museum, a 501(c)(3) private non-profit, operates completely independent of tax money or government funding. Your contribution supports the Museum’s research, exhibitions, and educational programming.

MORE WAYS TO GET INVOLVED | 43