



AMERICA'S CAR MUSEUM®

David Madeira President, CEO

David Madeira, 61, is not your typical sit-behind-the-desk CEO.

The man who has served as President and CEO of LeMay – America's Car Museum since 2002 has ridden his motorcycle across 25 countries, ranging from Spain, Sardinia, Corsica, Canada, India and Italy, to Mexico, Monaco, Vietnam, Turkey and Bhutan. Of all the journeys, though, the adventure from Lhasa, Tibet to Katmandu, Nepal was the real doozy.

“No one had done this trip before, but Burt Richmond, a Museum board member, managed to get a permit from the Chinese government. Turned out we were on five percent road and the rest was just wild,” says David, whose good-natured wife Lynda accompanies him on many of his biking adventures. “Lynda was the only woman on this rather tough trip, so all the guys toasted her with scotch every night. We were up over 18,000 feet on a motorcycle in the snow and it was unbelievable. It was also the best scotch I've ever had.”

Madeira is not your typical lawyer.

After graduating Cum Laude from the University of Indiana School of Law, David opted to work for Messiah College, a small Mennonite-founded liberal arts school in State College, Pennsylvania.

“I'd actually worked there as a dean before law school,” he says. “The school president told me that after I graduated I'd have a guaranteed job as vice president for advancement and legal counsel. This is how my career in higher education began and it's become a driving force behind assuring our Museum will feature a thriving educational facility.”

Madeira is not your typical fundraiser.

After leaving the “idyllic life” at the “beautiful little school” tucked away central PA, David received a job offer from the University of Illinois at Chicago. He became vice president for advancement, overseeing the development of alumni, public relations, marketing and international relations. He also became a vice president for the University of Illinois Foundation, where he helped Illinois become the first public university to raise \$1 billion.

After the eight-year campaign for Illinois, he decided to travel for a year. He sailed the Sea of Cortez and through the San Juans of Puget Sound, climbed the Olympics in Western Washington and then it was off to Asia. When work again beckoned, he gravitated back to education, serving as a fundraising consultant with the U. of Texas and the U. of Maine. So how does this lead to a CEO gig with a then-struggling car museum in the Pacific Northwest?

“I picked up a Wall St. Journal one day and there was a story about the death of Harold LeMay. The story said he had the world's largest collection of automobiles, and his family and a small group of Tacoma business leaders wanted to save this collection. I was making some good consulting money, but I was bored. So, on a whim, I applied and got the job. Suddenly, Lynda and I were moving 2,500

miles (from Chicago) to a small town on Puget Sound to try doing this crazy thing with the Museum.

“What Lynda didn’t know was that the organization had only \$30,000 in the bank – about two weeks’ payroll. Despite this, I took the job due to the high quality board members from the local community. They were completely committed and solid. There were four or five guys who were not only giving their time, but their resources. They were *real* serious people.”

David jumped into action. He conducted a situation analysis, “not a feasibility study, which all consultants recommend,” he says. The result was creating the name “America’s Car Museum” due to the nature of the collection and because the Museum would need to be embraced by people across the country to be sustainable. That was the easy part of the project.

The study’s big-picture vision was to preserve American automotive history, partner with automotive institutions and corporations locally and nationally, serve the hometown community, be an educational force and build a large board to promote the Museum throughout the U.S. And one other thing: The Museum would be built and operated 100 percent on philanthropy.

“We decided to create a destination where people would return to, not just a museum building,” he says. “We needed to make this fun; have an ever-changing environment. We needed a show field to host everything from Porsche Parades to jazz festivals. We needed to do drive-in movies that projected off the side of the Museum walls. We needed an auto-related café, an area where people could store their vehicles and ‘hang out,’ and, foremost, we wanted to be known as the group that’s promoting the automotive enthusiasts’ interests-- the group that’s preserving history and is at the heart of the world’s automotive culture.”

David Madeira the fundraiser was progressing toward a \$60 million target and then the 2008 recession hit. “You can sit on the sidelines and complain, or you can step up to the plate and get the job done,” he says. “With support from a great board, we reached our goal despite the disastrous economy. We’ve built a Museum (which began construction in 2010) when nearly everybody said it couldn’t be done. The public is going to love it.”

Next up for David: The grand opening of America’s Car Museum in 2012, never-ending fundraising and, not surprisingly, he and Lynda will be on another “typical” vacation – riding motorcycles through Brazil and Peru.