

AMERICA'S AUTOMOTIVE *Trust*



David L. Madeira *CEO*

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

Currently serving as the CEO of America's Automotive Trust, David has centered much of his life around cars and motorcycles.

He has participated in innumerable driving events including the Italian Mille Miglia, participated as a judge and entrant at multiple Concours d'Elegance shows and – for the past 14 years – has built LeMay - America's Car Museum into the largest automotive museum in North America and a thriving institution that continues to serve the automotive community.

The man now at the helm of America's Automotive Trust has a lifetime of experiences that qualify him as an exceptional leader in the movement to secure America's automotive heritage.

David has worn several different hats throughout his professional career and countless helmets throughout his lifetime behind the wheel. He has participated in more than a dozen motorcycle tours, which span more than 25 countries, including Spain, Sardinia, Corsica, Canada, India, Italy, Mexico, Monaco, Vietnam, Turkey, Brazil and Bhutan. His greatest motorcycle trips were from Lhasa, Tibet to Katmandu, Nepal in 2000 and a 2015 trek from New Delhi, India into Himalayan Ladakh over the highest pass in the world (Khardung La) at 18,380 feet.

He got his professional start after graduating Cum Laude from the University of Indiana - School of Law, when David opted to work for Messiah College, a small, Brethren-founded liberal arts school in Pennsylvania. But, Madeira is not your typical lawyer.

“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 became a driving force behind assuring America's Automotive Trust would feature a strong commitment to education through the RPM Foundation and America's Car Museum.”

After leaving the “idyllic life” at the “beautiful little school” tucked away in central Pennsylvania, 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.

So how did this lead to a CEO gig with a then-struggling car museum in the Pacific Northwest?

“I picked up a Wall Street 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 widow and a small group of Tacoma business leaders wanted to save this collection. I was making good consulting money, but I was bored. 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 the Puget Sound to try doing this crazy thing with the Museum.

David jumped into action. He conducted a situation analysis, “not a feasibility study, which most consultants recommend,” he says. This resulted in coining 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 vision was to preserve American automotive heritage, partner with automotive institutions and corporations nationally, serve the hometown community, and be an educational force while building a large board to promote the Museum throughout the U.S. We strove for the Museum to be built and operated 100 percent on philanthropy prior to opening its doors.

“We decided to create a destination where people would return to, not just a museum,” he says. “We needed to make this a fun and 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 project 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 automotive enthusiast interests – a group that’s preserving history and is at the heart of the world’s automotive culture.”

David Madeira, the fundraiser, was progressing toward a \$75 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 the support of a great board, we reached our goal despite the disastrous economy. We’ve built a world-class Museum (construction began in 2010) when most people thought it couldn’t be done. USA Today called the grand opening ‘one of the top 8 cultural attractions to open in the world in 2012!’ I’m proud of that – and the public loves it!”

The goal of his latest project – America’s Automotive Trust – is to secure America’s automotive heritage, so that collector automobiles will always have a place in our society and a following of passionate enthusiasts for generations to come. The Trust includes a number of entities, including America’s Car Museum and The RPM Foundation, each with distinct roles in their shared commitment to securing America’s automotive heritage. Madeira currently resides in Gig Harbor, Washington.