

January 11, 2012

THE BUFFALO AND ERIE COUNTY HISTORICAL SOCIETY ANNOUNCES NEW POSITION AND APPOINTMENT

Buffalo, NY -- January 2012 -- The Buffalo and Erie County Historical Society (BECHS) is pleased to announce that Constance M. Caldwell will fill the newly created position - Director of Communications & Community Engagement (Director of CCE).

To attract and engage a diverse audience and constituency for the History Museum, the Director of CCE manages, conceives of and implements innovative marketing and communication strategies. BECHS Executive Director, Melissa Brown, stated, "With exciting events planned for the Museum's 150th Anniversary; unrolling our new brand and implementing technological upgrades, communication emerges as a strategic focal point for 2012. Connie's energy, experience and skill set provide a perfect match toward achieving our short and long term goals."

Ms. Caldwell's past experiences reveal an extensive background in communications, particularly in the non-profit arena. Most recently, the Theatre Alliance of Buffalo, a 22 member coalition of professional theatre companies, implemented a multi-year grant from the John R. Oishei Foundation and contracted with Ms. Caldwell for marketing and administrative services.