



The Dr. Samuel D. Harris  
**NATIONAL  
MUSEUM of  
DENTISTRY**

**FOR IMMEDIATE RELEASE**

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## **JONATHAN W. LANDERS APPOINTED DIRECTOR OF NATIONAL MUSEUM OF DENTISTRY**

**BALTIMORE, MD** (January 8, 2010) — Jonathan W. Landers, a nonprofit executive with more than 30 years of experience in marketing, museums, and corporate leadership, has been appointed executive director of the National Museum of Dentistry in Baltimore, Maryland. An Affiliate of the Smithsonian Institution, the Museum is the only museum of its kind to celebrate the history of the dental profession and educate the public about the importance of good oral health to a healthy life.

“Mr. Landers was selected from a broad range of candidates as the individual who would be best able to assume this role and allow the National Museum of Dentistry to realize its potential and continue to grow,” said Dr. Leslie W. Seldin, Chair of the National Museum of Dentistry’s Board of Visitors. “With Mr. Landers’ assumption of his new responsibilities, I feel confident that 2010 will prove to be a banner year for the Museum and one in which we will be able to accomplish all of our strategic goals.”



The appointment of Landers, which follows a nationwide search for a director, was effective January 4, 2010. Landers succeeds Rosemary Fetter, who retired in June 2009 after leading the museum for 11 years. Elza Dunning, the Museum’s Director of Operations, has served as interim director.

Landers has had significant senior level nonprofit management experience overseeing staff and operations, working with board members, directing fund-raising activities, and developing successful earned revenue, membership, sponsorship and marketing programs.

“I am thrilled to be a part of the National Museum of Dentistry as it provides a unique opportunity to use fascinating history, fun facts and engaging educational outreach to highlight the importance of a healthy smile,” said new Executive Director Jonathan Landers. “I look forward to growing the Museum’s role as a leading resource to influence public awareness of oral health and the critical role that dental professionals play.”

Prior to his appointment at the National Museum of Dentistry, Landers was managing principal of Marketing for Museums Consulting, providing strategic marketing, new business development and fundraising services to nonprofits. He was previously a specialist in the Cultural Attractions consulting

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practice at Economics Research Associates where he advised clients including the National Museum of American History, the Carnegie Science Center, the U.S. Institute of Peace, the Cleveland Museum of Art, The National Museum of the United States Army and the National Geographic Society. As deputy director at the Experience Music Project in Seattle, Washington, he was responsible for managing operations and staff for all visitor-related activities, strategic planning, event programming, membership, development, retail sales, sponsorships, and public and government relations. As Vice President, Marketing and New Business Development for the National Geographic Society, he was responsible for increasing membership and development of major new sources of revenue generations and overseeing corporate marketing efforts. Prior to moving to the nonprofit sector, he held senior brand marketing and managing positions for Fortune 500 and international companies, as well as being a founding member of several tech start-ups.

“Mr. Landers’ background includes talent and experience in program development, fund raising and institutional management for various organizations,” said Michael Sudzina, National Museum of Dentistry Board of Visitors member and chair of the search committee. “This combined with his interest and enthusiasm for joining the Museum made him the ideal fit.”

Landers holds a B.A. from Bowdoin College and an M.B.A. from Columbia University. He has taught museum marketing at George Washington University’s School of Museum Studies and lectured at numerous museum and marketing conferences.

Opened in 1996, the National Museum of Dentistry is a lively national center where visitors discover the power a healthy smile and the rich history of dentistry. Considered America’s premier museum dedicated to dental history and oral health, 7,000 square feet of exhibition space offers visitors an extraordinary array of historic artifacts and interactive exhibits that inspire people to make healthy choices about oral health.

The museum’s 40,000-object collection is one of the most important and oldest in the world. Highlights include George Washington’s ivory denture, Queen Victoria’s personal dental instruments, and a whimsical collection of toothbrushes ranging from the 1800s to the present. The core collection traces its roots to the Baltimore College of Dental Surgery, the world’s first college of dentistry, founded in 1840.

The National Museum of Dentistry also develops traveling exhibitions that tour children’s and science museums through the United States and Canada, providing the public with engaging information about oral health.

### **NATIONAL MUSEUM OF DENTISTRY**

See amazing teeth feats, marvel at George Washington’s choppers (they’re not made of wood, after all!), sing along to vintage toothpaste commercials, and discover fascinating hands-on exhibitions about the power of a healthy smile. An Affiliate of the Smithsonian Institution, this one-of-a-kind museum is located at 31 S. Greene Street on the campus of the University of Maryland Baltimore, home of the world’s first dental school. Admission is \$7 for adults, \$5 for seniors, and students with ID, \$3 for children age 3-19; and free for age 2 & under Open Wednesday–Saturday 10 a.m.–4 p.m. and Sunday 1–4 p.m. Closed Mondays, Tuesdays, and major holidays. Call 410/706-0600 or visit [www.smile-experience.org](http://www.smile-experience.org).

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