

DALLAS HOLOCAUST  
MUSEUM CENTER  
for EDUCATION and TOLERANCE

For Immediate Release

## Dallas Holocaust Museum Elects 11 New Board Members, Recognizes Additional Five as Lifetime Directors

DALLAS, Texas (May 22, 2017) – The Dallas Holocaust Museum/Center for Education and Tolerance has elected eleven new members to the Board of Directors and five new Lifetime Directors.

The new members will join the Board as the Museum is engaged in a multi-million-dollar capital campaign to construct a new museum in the West End of Downtown Dallas.

“It gives me great pleasure to serve as the new Chair of the Board of Directors of the Dallas Holocaust Museum alongside these new Board members,” said Florence Shapiro, Board Chair. “I know all of us are privileged to be serving the Museum at this critical time in history, particularly as we complete the campaign to raise funds for the new Dallas Holocaust and Human Rights Museum.”

“We’re very grateful for the tireless and indispensable contributions Board members make for the Dallas Holocaust Museum/Center for Education and Tolerance,” said Mary Pat Higgins, Museum President & CEO. “We’re also deeply honored to recognize the years of service provided by our Lifetime Directors. We thank them from the bottom of our hearts.”

### **New Board members are:**

Jarrold Beck – Jarrod S. Beck is Chief Executive Officer and a managing director for United Texas Bank, which is a nationwide boutique Commercial Bank. While with the bank for the past 13 years, total assets have tripled. Jarrod is Managing Partner of the family-owned development of Dallas Midtown. Jarrod holds a Master’s in Business Administration from Southern Methodist University in Dallas, Texas. He is active in many local and national civic and religious organizations.

Neil Goldberg – Neil operated a thriving business in South Dallas with his brother for 36 years before selling. He currently serves on the Board of Directors for the Anti-Defamation League, the Jewish Federation of Greater Dallas, and the Dallas Jewish Historical Society.

Melanie Kuhr – Melanie is the CEO of Signature Millwork, an architectural millwork company in Dallas. She is active in numerous professional and community services organizations, including the Board of Dream Team Women’s Network and Congregation Anshai Torah. She is the co-author of *Das Haus: in East Berlin*, which tells the story of her family’s journey from Nazi Germany to America.

Lee Michaels – Over a 16-year career, Lee worked as a lawyer for Baker Botts LLP; Gardere Wynne Sewell LLP; Belo Corporation; and Hicks, Muse, Tate & Furst; and as a career counselor at SMU Law. She currently serves on the HPISD Board of Trustees and CARE (Chemical Awareness Resources & Education) Board, and volunteers with Meals on Wheels, The Grant Halliburton Foundation, Vickery Meadow Food Pantry, and The Bridge.

Shula Netzer – Shula has been the owner and President of Shula Netzer Real Estate Company since 1980, and was nominated for the Texas Trailblazer Award. Shula is a trustee of the Dallas Opera.

Karen Polan – Karen has worked at Toyota since 1993 and currently serves as manager of Toyota Motors North America’s Social Innovation. She oversees programs on mobility, road safety, and disaster resilience. She has served with organizations such as the National Organization for Youth Safety and Association of Corporate Contributions Professionals, and local groups such as the Dallas Corporate Contributions Network and the Health & Wellness Alliance for Children.

Jolene Risch – Jolene has spent more than 20 years as a consultant working for Ernst & Young and now her own company, Risch Results, LLC. She has worked with clients in real estate, hospitality, marketing, banking and mortgage, insurance, oil and gas, IT, and manufacturing. She spent three years in the Peace Corps training teachers and securing funding for park projects.

Byron Sanders – Byron is the Vice President of U.S. Trust Bank. He has served with a variety of foundations and organizations, including the Dallas Big Thought, CitySquare, Children at Risk, ChildCareGroup, and others.

Jason Villalba – Jason is serving his third term as a Member of the Texas House of Representatives for House District 114. As a representative, Jason has served on the Business and Industry Committee and the Environmental Regulation Committee, among others. He is a partner at Gardere Wynne Sewell LLP and was the first in his family to graduate from college.

Meredith Walker – Meredith is the Global Economist for the EastWest Institute, an NGO focused on international conflict prevention and resolution. Her research focuses on economic growth, cyber security, and sustainability, with expertise in US-China relations. She formerly served with the Federal Reserve Banks of Dallas and New York, and is a member of Business Executives for National Security.

Mark Zilbermann – Mark is the Chairman of the Brandt Companies, where he has worked since 1976. As a committee chair at Temple Emanu-El, he helped raise over \$38 million for the religious organization's most recent capital campaign. He is a former President of the congregation and has

served on boards of the Jewish Community Center, the Jewish Federation of Greater Dallas, and HUC-JIR.

**The Museum’s five new Lifetime Directors are:**

Marsha Gaswirth – Marsha joined the Board in 2006. She is the daughter of two Holocaust Survivors and has helped connect second and third generations to the Museum by providing programming and social opportunities. She has helped with Hanukkah and Purim parties for survivors, supported Yom Hashoah, and has been involved with the annual Hope for Humanity dinners.

Tom Halsey – Tom has been a Museum Board member since 1992, having served as Chairman of the Board and Treasurer multiple times. He is also a member of three different committees that oversee raising capital and building the new Museum.

Jim Hogue – Jim returned to the Board in 2006 after serving in the 1990s. He has been a member of several committees and was a driving force behind the decision to hire a Museum President & CEO. He is a former Chairman of the Board.

John Raphael – Passed away in March 2017. John worked tirelessly to help the Museum secure the lot where the new Museum will stand. He served on the Finance Committee for several years and was a member of the Board since 2006.

Larry Schoenbrun – Larry has served on the Board for over two decades and has provided vital pro bono legal work. His fundraising efforts have helped the Museum expand its mission and outreach.

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**About the Dallas Holocaust Museum/Center for Education and Tolerance**

The Dallas Holocaust Museum’s mission is to teach the history of the Holocaust and advance human rights to combat prejudice, hatred, and indifference. The Museum’s educational and cultural programs have a profound effect on people of all ages, and visitors tell us their experiences at the Museum are life-changing. In 2016, over 83,500 visitors toured the Museum, with thousands more attending our Upstander Speaker events, film screenings, Civil Discourse Panel discussions, and Lunch and Learns. Our exhibits and programs convey the lessons of the Holocaust while inspiring visitors to be Upstanders—people who stand up to the kind of unchecked discrimination and deep-rooted hatred that led to the Holocaust. The Museum is currently in a leased space that no longer meets the demand of the growing number of visitors we receive. The Museum’s board of directors has approved a campaign to build a 50,000 square foot, state-of-the-art Museum and education resource center permanent home in the historic West End—the Dallas Holocaust and Human Rights Museum. More visitors than ever will be able to experience a deeper immersion into human and civil rights, their centrality to our democracy, and their vital importance in preventing events like those of the Holocaust from ever happening again.