



Development, Museum and Non-Profit Consulting  
97 Hemlock St.  
Arden, NC 28704  
p. 828.684.3366  
f. 828.684.0018  
[www.randlconsulting.com](http://www.randlconsulting.com)

## **MEDIA ALERT**

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CONTACT:    ALAN J. LIPSKY - 828-684-3366 / [alan@randlconsulting.com](mailto:alan@randlconsulting.com)

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### **A.J. RHODES, R&L CONSULTING RECEIVES CERTIFICATION FROM NATIONAL ASSOCIATION FOR INTERPRETATION**

R&L Consulting is pleased to announce that one of its principals, A.J. Rhodes, has become a **Certified Interpretive Planner** through the **National Association for Interpretation** (Fort Collins, CO).

Certified Interpretive Planners are trained to identify target markets and their implications for interpretation; identify the significant resources of an institution; develop thematic guidelines; support the organizational mission through interpretation; select the most appropriate media to communicate messages; and create visitor experiences that translate into measurable success. There are only 161 Certified Interpretive Planners through the National Association for Interpretation (NAI).

Together with other museum and historic site professionals across the country, Ms. Rhodes participated in an intensive, 5-day workshop led by Tim Merriman (Executive Director, NAI) and Lisa Brochu (Associate Director, NAI). The workshop provided hands-on instruction on models of interpretive planning, based on Brochu's book, "*Interpretive Planning: The 5-M Model for Successful Planning Projects*." Working in small groups, participants completed a planning project for the Cincinnati Nature Center (Cincinnati, OH) and submitted additional examples of interpretive plans following the workshop to obtain certification.

The **National Association for Interpretation** is a not-for-profit 501(c)(3) professional association for those involved in the interpretation of natural and cultural heritage resources in settings such as parks, zoos, museums, nature centers, aquaria, botanical gardens, and historical sites. NAI has more than 5,000 members in 30 countries. For more than 50 years, NAI and its parent organizations have encouraged networking, training, and collaboration among members and partners in support of its mission: inspiring leadership and excellence to advance heritage interpretation as a profession. For more information about NAI visit: [www.interpnet.com](http://www.interpnet.com).

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**R&L Consulting** is a consulting firm that specializes in working with museums. Its principals have over 50 years of combined experience working with museums and non-profit organizations. With a roster of **nationally acclaimed** clients, R&L Consulting provides specialized services in grant writing, education & exhibition projects, strategic planning & evaluation.

R&L Consulting has a successful track record of securing funding for its clients from the Institute of Museum and Library Services (IMLS), the National Endowment for the Arts, the National Endowment for the Humanities, state arts and humanities councils, and many other government, corporate and private foundation sources.

For more information about R&L Consulting and services offered, visit [www.randlconsulting.com](http://www.randlconsulting.com).

To arrange a **free consultation** contact Alan Lipsky at 828-684-3366 or [alan@randlconsulting.com](mailto:alan@randlconsulting.com).

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#### WHO WE ARE:

**A.J. Rhodes** has worked with museums for 23 years and was most recently the Director of Education and Public Programs at the C.M. Russell Museum in Great Falls, Montana. Previously she served as the Director of Education at both the Lied Discovery Children's Museum in Las Vegas, Nevada, and the Albuquerque Children's Museum in New Mexico. A.J. has also worked at the Delaware Art Museum, New Castle Historical Society, and the Albuquerque Museum of Art and History, among others. Ms. Rhodes holds a B.A. with Honors in Art History from Swarthmore College and a M.A. in Art History and Museum Studies from the University of Delaware.

**Alan J. Lipsky** is a museum and fundraising professional with 28 years of experience. He holds a B.A. Cum Laude, in American History from Brooklyn College. Previously, he was the Development Director at the C.M. Russell Museum in Great Falls, Montana, the Director of Development at the Lied Discovery Children's Museum in Las Vegas, Nevada, the Grants Officer at the Museum of Jewish Heritage-A Living Memorial to the Holocaust and Executive Director of the Wyckoff House Museum, both in New York City. He also has served as Director of Development for Aid for AIDS of Nevada, and worked as a consultant to several New York, Las Vegas and Montana cultural and nonprofit organizations.