



Dan Hartman - Director, Glensheen
Instagram – glensheendan

Glensheen

FB, Insta and Twitter - rec Insta

“The Zen philosopher, Basho, once wrote, ‘A flute with no holes, is not a flute. A donut with no hole is a Danish.’

- Ty Wedd, Caddyshack



Museums & Soft Power

Thank you

Background



**DON'T FOLLOW
— IN MY —
FOOTSTEPS
I RUN INTO
WALLS**

Odd Three passions

Marketing, Politics & History

President
Duluth City Council
at 29

Glensheen Turnaround

Tour revenue

2013 - \$600,000+

2018 - \$1.8 million+

Visitation

2013 - 60,000 visitors

2018- 140,000 visitors

Most proud

Glensheen is a
Community space







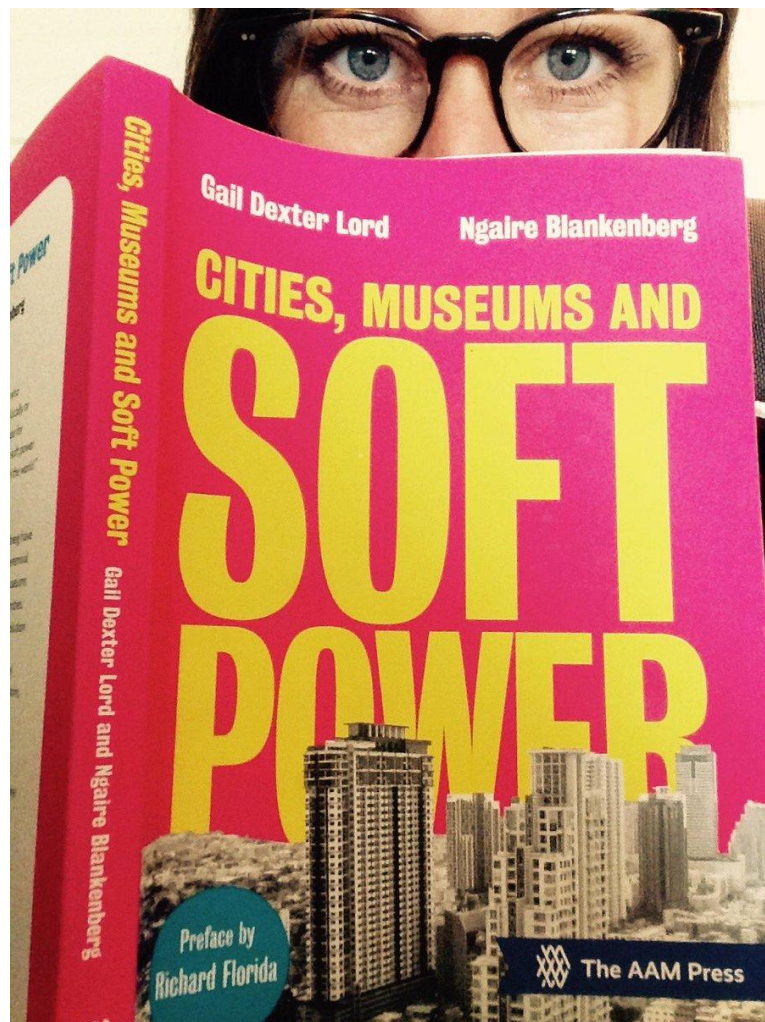






Why does all of this matter?

Soft Power



Gail Dexter Lord

Ngaiire Blankenberg

CITIES, MUSEUMS AND SOFT POWER

Cities, Museums and Soft Power

Gail Dexter Lord and Ngaiire Blankenberg

Preface by
Richard Florida



The AAM Press

Soft Power vs Hard Power

Your life.

What has changed you.

Can be simple.

Can be huge!



HAVE THE ADVENTURE OF YOUR LIFE KEEPING UP WITH THE JONESES.



PARAMOUNT PICTURES PRESENTS A LUCASFILM LTD. PRODUCTION
A STEVEN SPIELBERG FILM
HARRISON FORD

INDIANA JONES AND THE LAST CRUSADE DENHOLM ELLIOTT ALISON DOODY JOHN RHYSS DAVIES JULIAN GLOVER
and JERRY SEAN CONNER & PATRICK KIRBY

BY JOHN WILLIAMS MUSIC BY DOUGLAS SLOCOMBE EDITOR MICHAEL KAHN, A.C.E. EXECUTIVE PRODUCERS ANTHONY POWELL PRODUCED BY ELLIOT SCOTT PRODUCED BY GEORGE LUCAS AND FRANK MARSHALL
SCREENPLAY BY GEORGE LUCAS AND MENNO MEYTES BASED UPON THE CHARACTER CREATED BY GEORGE LUCAS AND THE ADVENTURES OF INDIANA JONES BY RAYMOND BROWN
DIRECTED BY STEVEN SPIELBERG A PARAMOUNT PICTURE

OPENS WEDNESDAY MAY 24 AT THEATRES EVERYWHERE.

Back to Museums

5th graders..



Kids with fedoras

Inspiration.

Samples...

Medal of Honor
Exhibits
Inspire Bravery

Women's Suffrage exhibit
Inspire advocacy

Regional Founders
Inspire leadership

Historic ways of doing
things

Inspire new interest and
respect for the past

Change a cooking habit.
Change a way you dress,
garden, decorate your
home, etc.

We are permanently
changing peoples lives
everyday.

New Mission Statement

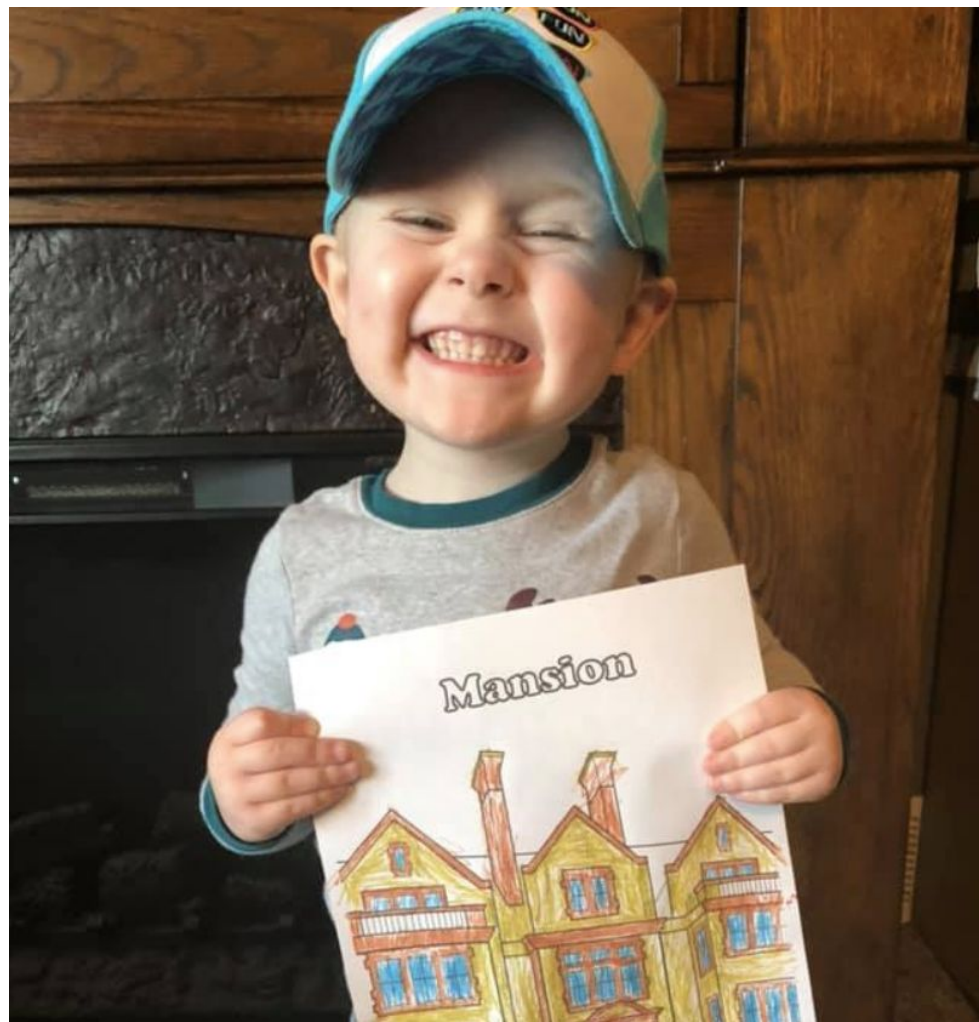
Celebrate Preservation

My hope is to inspire the
saving of our historic
landscape

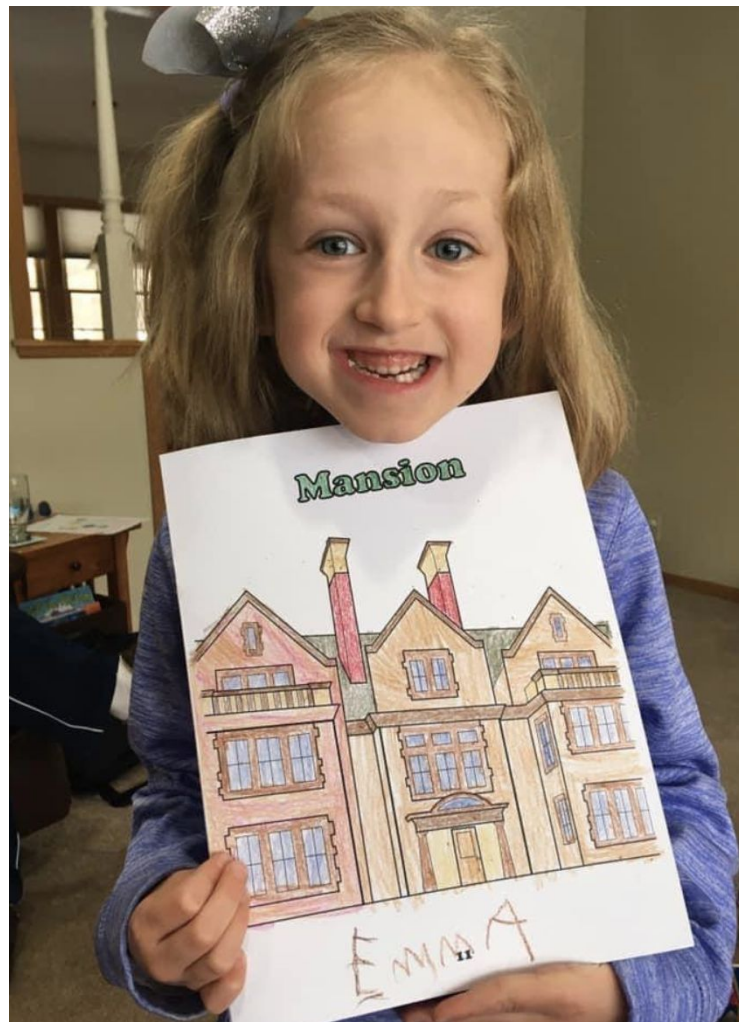
Sometimes though...

Our best soft power, is just
making people feel better.









Next...

Build a Glensheen



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