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## **NATIONAL WASP WWII MUSEUM NAMES ANN HOBING EXECUTIVE DIRECTOR**

Hobing brings experience, energy and enthusiasm to the role



AVENGER FIELD, SWEETWATER, TEXAS – National WASP WWII Museum announced its Board of Directors has appointed Ann E. Hobing as Executive Director. She has joined the leadership team of the museum after the departure of Michael Ables. Hobing had previously held the position of senior director of business growth of Cincinnati Museum Center and National Underground Railroad Freedom Center where she served in several roles building the guest services initiatives and earned revenue enterprises.

“We are delighted that Ann has joined our team to help preserve the legacy of the WASP,” said Sandra E. Spears, president of the Board of Directors. “I know National WASP WWII Museum will be well-served with her at the helm.”

Hobing is an advocate for historic preservation and lifelong learning, beginning her museum career at Cincinnati Museum Center as a volunteer in the CEO’s office. She joined staff in 2006, first with volunteer services and then into the role to lead the membership department. She was a key leader of the guest and member services team, driving financial success through robust admissions, reciprocal museum partnerships, event sales, retail, travel and tourism and food service operations.

“After careful evaluation of the qualifications for this position, we determined the best candidate is one with extensive museum expertise to serve our vision of growth and sustainability,” said Peter Fox, vice president of expansion and chair of the search committee. “Ann has tremendous passion to share the legacy of WASP. She understands the scope of our business operations and the impact we want to have on our community and across Texas. We are confident that she is the right person at the right time to lead National WASP WWII Museum into the future,” stated Fox.

During her tenure, Ann dynamically engaged Cincinnati Museum Center’s guest services team to focus on delivering premium guest experiences to impact member loyalty, fundraising growth and earned revenue operations across dozens of special exhibitions and OMNIMAX® films. For several years, she headed the cross-departmental team that created the multi-generational community loved annual special exhibition, *Holiday Junction*, and since 2013, Ann lead an institution-wide initiative, Building Organizational Excellence, modeled on learnings from Disney Institute. From WASP stories at Avenger Field and into their home cities across the nation, Hobing will guide National WASP WWII Museum as future content and programs are kept relevant, fresh and abundant for generations.

“Ann Hobing shares an engaging energy for learning and community impact,” said Colonel Sandy Opeka, USAF retired. “Her passion to shape the future of National WASP WWII Museum and her deep knowledge of the museum field make her the right leader right now.”

Hobing has been a leader in the efforts to grow travel and tourism in Cincinnati. A Certified Tourism Ambassador, she served on the task force with Cincinnati USA Convention & Visitors Bureau to establish the Institute for Hospitality Leadership and on the board of Ohio Travel Association. Hobing also serves on the Leadership and Management Network of the American Alliance of Museums, where national museum leaders and colleagues have recognized her capabilities.

“I am delighted that our board has chosen Ann Hobing to become the next executive director of National WASP WWII Museum,” said Dr. Ron Morris, principal of Sweetwater High School. “I have come to know Ann during the search for our new leader and have developed tremendous regard for her leadership, her intellectual grasp of the key strategic issues, her decisiveness and her energy. The Museum could not be in better hands.”

Hobing recognizes the unique breadth and depth of knowledge the Museum’s collections represent, and she has a distinct vision for how to showcase them in the future to enhance community knowledge and national appreciation for the WASP and their legendary impact on our nation’s military and aviation.

“We will see a new Hangar No 1 that replicates the former wooden hangar that burned down in the 1950s at Avenger Field as the place where the stories of WASP and all those who served at Avenger Field during WWII will be preserved and shared. Generations will honor the legacy of these brave, smart and strong women who left their hometowns across the United States to serve their country. Their impact on

science, aviation and engineering continue to inspire today and empower women to pursue their dreams,” said Hobing. “Our museum has limitless potential to generate appreciation for those who served our country in astounding ways and then continued to pursue their place in military history. I am deeply honored to accept this position.”

Located at historic Avenger Field, the mission of National WASP WWII Museum is to educate and inspire all generations with the story of the Women Airforce Service Pilots – the first women to fly America’s military aircraft – women who forever changed the role of women in aviation. With guests from all 50 states and across the globe, National WASP WWII Museum is the most widely visited museum in Sweetwater, Texas. For more information, visit [wasmuseum.org](http://wasmuseum.org) or follow @WASPMuseum on Facebook.

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### **About National WASP WWII Museum**

Adjacent to a Texas Historical Commission Landmark, National WASP WWII Museum at Avenger Field was incorporated by the State of Texas in 2003 and held its grand opening in 2005. Dedicated to preserving the legacy of WASP and inspiring future generations, National WASP WWII Museum hosts an annual Homecoming, welcoming WASP and their families to remember those with whom they served. Home to archives, exhibits and aircraft preserving the story of WASP and those who served at Avenger Field, National WASP WWII Museum tells the story of WASP during WWII and the years after their service in which they continued to seek the veteran status and full military honors due them.

For more information, visit [www.wasmuseum.org](http://www.wasmuseum.org).