

## Planning for Exemplary Visitor Experiences

Live Webinar

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*In collaboration with the AAM Committee on Education (EdCom) and LearningTimes*

### PRESENTER PROFILES



**Marcella Wells**  
**President**  
**Wells Resources, Inc.**  
**Ft. Collins, CO**

Marcella Wells is President of Wells Resources, Inc, a woman-owned, small business that specializes in interpretive planning, visitor studies, and project management. Founded in 1998, Wells Resources works with federal, state, and local land management agencies, informal learning settings (museums, nature centers, arboreta, etc), and non-profit organizations as an advocate for visitors. Before founding the company, Marcella was a faculty member in the College of Natural Resources at Colorado State University where she mentored graduate students and taught several courses in interpretation, interpretive planning, environmental education, and leisure studies. She is past Vice President of the Visitor Studies Association and is currently part of the Core Team for Children and Nature Network – Fort Collins and is a national associate on the board of the AAM Standing Professional Committee on Education (EdCom).

**Greg Stevens**  
**Assistant Director, Professional Education**  
**American Association of Museums**  
**Washington, DC**



Since 2007, Greg is responsible for developing and overseeing AAM seminars, workshops and a growing library of e-learning programs for museum practitioners, as well as career-related activities (AAM Career Café™) at the AAM annual meeting. Greg is also an adjunct faculty member at The George Washington University (GWU). Previously, Greg held education positions at the National Museum of the U. S. Army, Mid-Atlantic Association of Museums, National Building Museum, Smithsonian National Air and Space Museum, and Kellogg Performing and Visual Arts School in San Diego, where he spent over a decade of his previous life as a theatre designer and arts educator helping young people experience the intrinsically collaborative process and product of theatre and art-making. Greg is the recipient of numerous awards for performance excellence, arts achievement, and educational service. He earned his MAT, Museum Education in the department of Educational Leadership from GWU; and his BA, Theatre Design from San Diego State University. Greg has been a working artist and theatre designer for 20 years.

*Caminante, no hay camino; se hace camino al andar.* (Antonio Machado, Spanish poet)



**Jonathan Finkelstein**  
**Founder and Executive Producer, LearningTimes.org**  
**President, The LearningTimes Network**  
**New York, NY**

Jonathan Finkelstein is founder and Executive Producer of LearningTimes.org ([www.learningtimes.org](http://www.learningtimes.org)), and President of The LearningTimes Network ([www.learningtimes.net](http://www.learningtimes.net)). He works closely with museums, educational institutions, libraries and other organizations to grow and maintain online learning communities and to foster human interaction, professional development and learning online. Jonathan most recently facilitated AAM's inaugural e-learning programs, *The New Tax Form 990: Why You Should Care*, and *The Digital Museum: Transforming the Future Now*. Finkelstein also authored the chapter on live online outreach in the *The Digital Museum: A Think Guide*, published by AAM. His recent book, *Learning in Real Time* (Wiley/Jossey-Bass), translates over ten years of experience facilitating real-time online learning into a practical resource guide for anyone facilitating or teaching online. He can be seen as the host of the "Real Time Minute" ([www.realtimeminute.com](http://www.realtimeminute.com)), a podcast series about online collaboration, and as the moderator and producer of many live webcasts, online conferences and 3D virtual world events for museum and education professionals. Finkelstein, who is the son of two New York City public school teachers, is a Certified Synchronous Training Professional (CSTP) and received his AB degree with honors from Harvard University.