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## **VOLUNTEER BRINGS A STRATEGY TO HISTORIC PROPERTIES**

**PHILADELPHIA, PA – April 24, 2009** – In 2007, the board of Historic Philadelphia, Inc. (HPI), consisting of Franklin Square, the Betsy Ross House, Lights of Liberty and Once Upon a Nation, determined they needed one strategic plan to effectively market themselves, generate foundation support and grow.

But paying for that was the problem... until Bill Haines IV, Senior Vice President of Pennsylvania Trust Company, stepped up as a volunteer. In recognition of his volunteer efforts, Haines has been named this year's Business Volunteer for the Arts by the Arts & Business Council of Greater Philadelphia. The Awards 2009 Luncheon will be held on Friday, May 15 at the Pennsylvania Convention Center, with TD Bank as presenting sponsor and Verizon sponsoring this particular award.

According to Amy Needle, HPI's, President and CEO, Haines "guided us towards identifying priorities and establishing quantifiable and achievable goals with a 5-year strategic plan that has been key to our success.

"During this time, Bill gained our trust, and HPI gained a true champion," Needle adds in her nomination letter for Haines. "Bill spearheaded the planning process and we're seeing the benefits already."

That plan suggested the integration of the Lights of Liberty staff into the broader HPI organization, creating and establishing a consistent brand identity, publishing a series of young adult books based on the Once Upon a Nation stories and increasing fund raising efforts.

So how does a wealth management planner come to share so much expertise with an historic tourism organization?

"I was looking for an opportunity to work with the arts, and after training with the Arts & Business Council of Greater Philadelphia's Business Volunteers for the Arts, I was matched up with HPI," Haines explains. "I was interested right away because HPI has great value in this marketplace."

Haines said his work was similar to his days spent as a consultant "where you come in, do your job and then leave." But Haines didn't leave HPI, instead he was elected to its Board of Directors. "I believe in the mission and enjoy the engaged and committed board."

While Haines' work is cheered and embraced by HPI's leaders and staff, a small piece of the Old City terrain will honor him for years to come. A brick in the Franklin Square sidewalk is dedicated to him with the words "To Bill Haines for helping HPI shape history."

### **About the Arts & Business Council of Greater Philadelphia**

An affiliate of the Greater Philadelphia Chamber of Commerce since 1981, the Arts & Business Council of Greater Philadelphia develops relationships between business and the arts for the mutual benefit of both and in support of the advancement of the Greater Philadelphia Region. For more information, please visit [www.artsandbusinessphila.org](http://www.artsandbusinessphila.org) or call 215.790.3620.

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