



Swaine

# Chief financial officer moves up to lead International Civil Rights Center and Museum



SPECIAL TO THE CHRONICLE

The International Civil Rights Center & Museum (ICRCM) in Greensboro has named John Swaine, who has been chief financial officer with ICRCM since 2009 and chief operating officer since November, to chief executive officer, chief financial officer. Bayard 'Bay' Love is joining as chief operating officer, director of development.

Swaine will continue to lead the organization and manage the critical accounting responsibilities associated with the end of the tax credit arrangements that have financed the ICRCM and are set to unwind in 2016.

"Swaine's more than 25 years of financial and managerial experience, his tenure with the organization, and his demonstrated leadership make him an ideal person to lead ICRCM through its next phase of growth," the museum's board said in a news release.

As chief operating officer and director of development, Love will work closely with Swaine and the board to guide the longer-term strategy, engage museum visitors and supporters, and implement operational initiatives. Love will also lead the museum's fundraising and development efforts.

Board Chairwoman Deena Hayes-Greene said, "The board unanimously supported promoting John to the CEO position, and agreed that Bay brings the right combination of experience in nonprofit work and business. Together we expect that the team will work our board to successfully meet our short-term financial needs and develop our

long-term operating model.

"Equally as important, Bay has a deep understanding of contemporary civil rights issues and the ongoing challenges of racial inequity. He will play a critical role in developing and attracting content that will keep ICRCM on the cutting edge of our present-day lunch-counter issues, such as health disparities, achievement gaps in education, and the growing racial wealth divide."

Love has a Master's in Business Administration from UNC's Kenan-Flagler Business School and a Master's in Public Policy from the Duke Sanford School of Public Policy.

He left a job with a leading corporate strategy firm to join the team in Greensboro and has significant nonprofit experience from his four and a half years as Chief Financial Officer at a community clinic that he helped found and lead in post-Katrina New Orleans.

He has also served as a consultant and volunteer to numerous organizations working on present-day civil rights issues. Since 2013, he has provided limited pro-bono support and counsel to ICRCM and is familiar with some of the key challenges and opportunities facing the museum.

"I'm honored to be joining such an important institution," Love said, "I think that the mission and vision of ICRCM are particularly relevant today as businesses, academics, and communities across the country continue the movement towards diversity, inclusion, and equity that the Greensboro Four represent. I'm also excited to work John,

our board, and partners across the city and state to carry ICRCM's important work into its next phase."

"The decision was unanimous. All of us on the board are ready to roll up our sleeves. Within the next two years, we will exit our tax credit arrangement and meet all of the outstanding obligations associated with the initial capital outlay," said Ron Milstein, who will be working closely with Love in as chair of the board's development committee.

"We currently have over 70,000 visitors annually, and have garnered attention and support locally and from across the country. Bay's business and nonprofit experience, combined with his understanding of modern day civil rights issues make him the perfect addition to help lead the museum to even higher levels," said Earl Jones, one of ICRCM's founders.

According to Nancy Vaughn, Greensboro Mayor and ICRCM board member since 2013, "We still have challenges and decisions ahead, but we're equally excited about the opportunities."

With our expanded board, and with Deena, John, and Bay in leadership, we have turned a corner and I look forward to being an active part of what's to come."

The International Civil Rights Center & Museum (ICRCM) is a historic landmark, an exhibiting and collecting institution, and an educational service organization. ICRCM promotes an understanding of the struggles for social justice and equality in the United States and across the globe.

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