



The Mid-Atlantic Association of Museums
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MAAM Federal Tax ID: 22-2313195

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The Mid-Atlantic Association of Museums Announces its 2025 Award Recipients

Cooperstown, NY – The Mid-Atlantic Association of Museums (MAAM) is pleased to announce its 2025 award recipients, honoring excellence in the museum field. The award ceremony will take place as part of the Association’s upcoming Annual Conference in Pittsburgh, Pennsylvania, from October 28-30, 2025. MAAM is honored to recognize these leaders and to bring together thoughtful voices from across the Mid-Atlantic region.

MAAM presents the Katherine Coffey Award in recognition of years of distinguished achievement in the museum field. This year, MAAM is pleased to recognize Jane Werner, Executive Director of the Children’s Museum of Pittsburgh. With more than 40 years of museum experience, including 26 as Executive Director of the Children’s Museum of Pittsburgh, Werner transformed the institution into the nation’s largest cultural campus for children. Under her leadership, the museum has undergone remarkable growth, including a major expansion, the creation of MuseumLab, and the renovation of a city park. She has raised more than \$50 million in capital funding, grown the museum’s endowment from \$300,000 to \$10 million, and increased annual attendance by nearly 300%.

The museum is nationally recognized as a leader in accessibility and innovation and has been ranked the #2 children’s museum in the country by *USA Today* for three consecutive years. Werner has championed equity through initiatives like Museums for All, free family nights, and free Title I school field trips, while developing award-winning exhibits and learning programs that have reached millions nationwide. Her visionary leadership has positioned the Children’s Museum as a model of creativity, inclusivity, and impact.

The Emerging Museum Professional Award celebrates rising stars in the museum field who have made outstanding contributions to their institutions. This year’s recipient, Rosie Pregler, is recognized for her work transforming the Presque Isle Lighthouse into a more engaging and inclusive community destination through her leadership in volunteer management, curations, and innovative visitor experiences.

Since joining Lake Erie Lights in 2023, Pregler has grown in her role, moving from Interpretation Assistant to Site Manager and Curator. She is responsible for managing the site at Presque Isle Lighthouse, curating



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visitor experiences, and overseeing more than 100 volunteers. Rosie is establishing the site's first archives and collection, supervises interns, and is currently coordinating an oral history project. Her dedication, creativity, and positivity have transformed the lighthouse's exhibits into a more engaging and inclusive space.

MAAM acknowledges that museums are made up of strong and active teams that work together to achieve lasting impact in their communities. To that end, the Making an Impact Award honors museums and institutions as a whole for developing either a program, exhibition, or special project that displays responsiveness and resourcefulness and results in positive change for their organizations and communities.

MAAM is pleased to recognize the following institutions in 2025:

- **Phipps Conservatory and Botanical Gardens**, founded in 1893, has become an internationally recognized leader in sustainability and regenerative practices. Through the creation of the **Climate Toolkit**, developed in collaboration with major cultural associations, Phipps provides museums, gardens, and zoos with concrete strategies to address climate change. With 243 institutions in 29 countries representing over 112 million annual visitors, Phipps' leadership demonstrates the profound impact cultural organizations can have in advancing global environmental stewardship.
- The **expERIENCE Children's Museum** is recognized for its transformative *Community School Nights Out* program, which redefined the museum as a vital community hub. Addressing barriers of cost, transportation, and access, the program partnered with local schools, United Way of Erie County, and nine organizations to provide families with STEAM activities, meals, and essential resources. Serving over 3,000 individuals and 13 schools, this initiative demonstrates the museum's powerful role in advancing equity, education, and community well-being.

MAAM is proud to celebrate all of its 2025 award recipients.

About the Mid-Atlantic Association of Museums

The Mid-Atlantic Association of Museums (MAAM) is a not-for-profit membership organization founded in 1947 to represent museum professionals, organizations, institutions, museum service providers, and industry partners in Delaware, the District of Columbia, Maryland, New Jersey, New York, and Pennsylvania.



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MAAM brings together the resources and leaders of the Mid-Atlantic's museum community through conferences, symposia, and workshops to spark dialogue among industry professionals. While it always focuses on building sustainable and inclusive museums for their communities, MAAM's programming evolves with the needs of the field. The Annual Meeting is a member-driven forum that allows opportunities to network and share ideas. MAAM's Building Museums™ Symposium is unique among museum conferences in offering programming tailored for those who plan or implement new construction, renovation, or expansion projects for museums.