

AAHH Events, Summer 2019:

June 26: Dr. Joe Trotter – Reiterating the Centrality of Work in African American Urban History

July 4: Dr. David Blight – Fredrick Douglass' 4th of July Speech

July 10: Dr. Daina Berry – Soul Values and American Slavery

July 17: Hon. Stacey Abrams, J.D. – The Road to a Fair Fight: A Conversation About Voting Rights

July 22: Dr. Alisha Jones – “Are You Familiar with N.W.A?”
Deciphering

Musical Grievances with Law Enforcement in African-American Hip-hop

July 31: Michael B. Moore – CEO, International African American Museum – “The Farther You Can Look Back, The Farther Ahead You Can See.” Or, Why History Matters!

August 7: Dr. Frank Thomas – The Power of African American Preaching

August 14: Dr. Stan Deaton – What About Those Confederate Monuments?

August 21: A week with Dr. Alex Harris and Arts Conservatory for Teens (ACT) – Performances and Presentations with Dr. Harris & colleagues from ACT in Petersburg, FL

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the **African American Heritage House**
Speaker Series Week 6:



Michael B. Moore, M.B.A

*“The Farther You Can Look Back,
The Farther Ahead You Can See”
Or, Why History Matters!*

Wednesday ~ July 31st, 2019 ~ 3:30 PM
Hall of Philosophy ~ Chautauqua, NY

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Abstract

History is far more than an academic pursuit. It has critical contemporary meaning in the way that it frames current national perceptions and individual realities. In this talk, Michael shares a number of examples - both personal and societal - to illustrate the point that historical narratives have a critical impact on how we think of ourselves and behave today. This connectivity creates incredible pressure to ensure that the stories that we, as a nation, are telling our children - all of our children - put them in the best position to be successful. Michael leverages his personal connection - as the great great grandson of Civil War hero and Reconstruction Congressman Robert Smalls - to illustrate his story. He also talks about the power that museums like the forthcoming International African American Museum, of which he is Founding President, can have on our collective future.

Michael Boulware Moore, M.B.A.

Michael Boulware Moore is an experienced executive with a dynamic career driving growth & innovation at consumer marketing companies. He leverages a world-class brand strategy & marketing foundation with 'C-suite' general management leadership experience to offer a unique blend of strategic, creative, and management capabilities.

Michael earned an A.B. from the Maxwell School of Government at Syracuse University and an MBA from the Fuqua School of Business at Duke University. Michael was in brand management at General Foods USA and Coca-Cola USA where he managed the iconic Jell-O and Coca-Cola businesses respectively.

After leading marketing at one of the hottest youth apparel brands of the 90s, Michael founded a boutique strategy consulting firm. Over the years he has advised a wide range of clients on strategy, marketing, and brand challenges - helping them maximize their marketing investment and create stronger brands.

Michael took a hiatus from consulting in the late 90s to lead an innovative software technology company as President & Chief Marketing Officer. That company, in many ways, created the foundation of the social networking movement by pioneering the first generation of enterprise online social tools and by managing online communities for companies like Sony, Accenture, Discovery Channel, Univision and The New York Times. He guided the company through two acquisitions and the profitable evolution of one of the most popular "freeware" applications into a leading enterprise software brand.

His second break from consulting was as Chairman/CEO of a leading specialty food company. There, he managed a successful brand, marketing, and distribution repositioning. He ultimately led the company through a successful sale and managed its integration into their new parent.

Michael is the Founding President and CEO of the International African American Museum in Charleston, SC. Located on the spot where almost half of all enslaved Africans brought to America took their first steps, the museum is scheduled to open in 2021 and will be an innovative, informative, and emotionally powerful experience for all. Michael led efforts to raise over \$100M in capital funds, the curation and design of the museum experience, the architecture and landscape design, the hiring of a world-class leadership team, as well as the creation of national and international awareness of the museum.

*For more information on the AAHH, visit our website:
www.AAHeritageHouse.org*

