



**AMERICAN
PRINTING
HOUSE** 

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For Immediate Release

Joanna Haas Joins APH as Head of Museum Advancement

Louisville, KY (August 18, 2022) – The American Printing House for the Blind (APH) is pleased to announce that Joanna “Jo” Haas will be joining their team in the role of Head of Museum Advancement. Jo has more than 30 years of experience cultivating partnerships and raising visitor expectations in Louisville and other markets in the Midwest.

APH is known globally for manufacturing and designing highly innovative, groundbreaking products and educational resources for individuals who are blind or have low vision. Through these state-of-the-art creations, APH continues to break down barriers to ensure the people we serve have the tools needed for lifelong success. APH recently announced a \$40 million expansion project that includes a new museum and educational center, while also establishing new best practices in accessibility and inclusion for museum exhibits. The expanded space will include an auditorium, classroom, event spaces, a gift shop, and café – all within a new building expansion that also houses the APH administrative offices. Haas’ role will advance APH’s vision for this strategic expansion through relationship building, experience design, and fundraising support.

“Jo has had a remarkable career and her impact is felt throughout the city of Louisville,” said Craig Meador, Ed.D., APH President. “Having Jo’s knowledge and expertise involved with our museum expansion project is sure to help us reach our goal of making this an international destination where visitors come to hear and learn the compelling stories of individuals who are blind or have low vision, learn about the history of assistive innovations and APH’s major role in these innovations, all while destigmatizing the many myths around blindness. This will also allow a dedicated exhibit space that showcases the AFB Helen Keller Archive.”

Haas’ most visible local impact can be seen through her work at the Kentucky Science Center, where she served as Chief Executive Officer from 2008 through 2020, driving a “Do Science” culture across the Commonwealth and forging partnerships large and small, with lasting impact. As Chief Creative Officer these past two years, she led design of the Science Center’s new health and humanity experience and a partnership with the Waterfront Development Corporation for a soon to open outdoor play scape inspired by the history of river, rail and waterfront industry. Prior to Louisville, Haas worked in Pittsburgh as Director of the Carnegie Science Center, in Detroit with the

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Ford Motor Company and The Henry Ford Museum, and in Columbus, Ohio where she led efforts at the Ohio Center of Science & Industry (COSI).

Jane Hardy, a member of APH's Board of Directors, and a member of APH's Museum Committee, was instrumental in bringing Haas to Louisville. "I have seen Jo in action and have always been impressed by her confidence, her big-picture thinking, and her skill at bringing innovators together. She will make a wonderful addition to APH and I am certain her impact will be felt inside the company and in the broader community," Hardy commented.

"I'm looking forward to joining the APH team and working with the APH Board and Museum Committee on this project," Haas said. "I am excited about the opportunity to build on my past success by bringing people together in innovative and creative ways to achieve a greater goal. The Museum at APH is one of Louisville's best kept secrets, and I'm looking forward to telling the world more about this project, which will provide an immersive experience into understanding blindness and the cutting edge technologies, and adaptive solutions APH has developed."

Haas considers herself a highly innovative, big-picture thinker with the ability to envision bold concepts in technicolor. She enjoys parenting, printmaking, being outdoors and more. She obtained her Bachelor of Arts from Denison University in 1989.

About American Printing House for the Blind

American Printing House for the Blind is a worldwide leader in designing innovative lifelong learning solutions for children and adults who are blind or low vision. In this fast-changing world, we believe in the power and necessity of learning to open the doors to educational success, satisfying employment, social inclusion, active citizenship, and personal well-being. We level the learning playing field by providing specialized technology, materials, products, and services that are essential for education and life. American Printing House for the Blind is headquartered at 1839 Frankfort Avenue in Louisville, Kentucky. For more information, please visit www.aph.org.

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