



Russell Daws **Executive Director/CEO, Tallahassee Museum**

Russell Daws' tourism career really begins with his passion for museums. Prior to moving to Florida, Daws worked as the Director of Education at the Academy of Natural Sciences of Philadelphia and became involved with the Philadelphia Convention and Visitors Bureau. With a career in the institution, Daws understood that museums are an important resource in the mix of destination marketing efforts.

Mr. Daws had the personal goal of becoming a museum director, and he followed the advice of an Academy of Natural Sciences board member who told him that a person can achieve virtually anything if they are willing to make a full commitment to that goal and not get distracted by less important things. Willing to make the commitment, Daws relocated to Florida in 1990 and began guiding major expansions to the Tallahassee Museum's facilities and programs.

Twenty-five years later, as the Executive Director and CEO of the Tallahassee Museum, Mr. Daws is most excited about participating in the opportunities that lie ahead for his institution, community and state. Taking advantage of every opportunity in the museum and tourism industry, Daws currently serves on numerous boards and advisory committees, including the Florida Association of Museums (Immediate Past President), the Leon County Tourist Development Council (Past Chairman), VISIT FLORIDA's Cultural Heritage Tourism Committee, and the Big Bend Scenic Byway Corridor Management Entity.

Though Daws sought a career in medicine before developing a passion for the museum profession, he now would not think of perusing anything outside of the museum/hospitality industry. With that, Daws advises those who are considering a career in tourism to have an energetic personality, be knowledgeable about their profession, and be committed and passionate.