FOR IMMEDIATE RELEASE; June 18, 2014—Santa Fe, New Mexico—The Georgia O’Keeffe Museum is proud to announce the opening of its first regional fundraising office in Dallas, Texas and Betty Brownlee’s appointment as Regional Advancement Officer. Brownlee has 22 years of leadership experience in nonprofit fundraising and joins the Georgia O’Keeffe Museum from the Dallas Arboretum and Botanical Society.

“The new Dallas-based fundraising office will support the Museum’s annual advancement priorities and strategic initiatives,” said Robert A. Kret, the director of the Georgia O’Keeffe Museum. “Brownlee is exactly the caliber of individual we are looking for to head the new field office.”

“I am a devoted admirer of O’Keeffe and am thrilled to join the staff of the Georgia O’Keeffe Museum,” said Betty Brownlee. “I look forward to advancing the Museum’s vision and objectives and to being a part of its dynamic future.”

In her most recent position at the Dallas Arboretum and Botanical Society, Brownlee served for more than three years as Capital Campaign Director raising funds for the $62 million Rory Meyers Children’s Adventure Garden. Her career in non-profit fundraising has included positions at the Susan G. Komen Breast Cancer Foundation and the National Center for Policy Analysis. She began her development career at Southern Methodist University, where she was Associate Director of Major Gifts and Planned Giving, and later, Director of Development for the SMU School of Law.

A graduate of Bowling Green State University in Ohio, Betty earned a Bachelor of Science degree in Broadcast Journalism. She worked for 15 years in television news as an anchor and award-winning
reporter. Starting in Twin Falls, Idaho, one of the smallest television markets in the country, Betty ended her career in broadcasting at KDFW-TV in Dallas, Texas, the nation’s 5th largest market.

As Brownlee joins the Georgia O’Keeffe Museum’s Advancement team, the Museum begins its innovative summer programming for adults and children related to its current exhibitions “Georgia O’Keeffe and Ansel Adams: The Hawai’i Pictures” and “Georgia O’Keeffe: Abiquiu Views,” on view through September 17, 2014.

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**ABOUT GEORGIA O’KEEFFE MUSEUM:**

To inspire all current and future generations, the Georgia O’Keeffe Museum preserves, presents and advances the artistic legacy of Georgia O’Keeffe and modernism through innovative public engagement, education, and research. Opened in Santa Fe, New Mexico in 1997, the Museum counts O’Keeffe’s two New Mexico homes as part of its extended collection. The Museum’s collections, exhibitions, research center, publications and educational programs contribute to scholarly discourse and serve a diverse audience. For more information please visit [www.okeeffemuseum.org/](http://www.okeeffemuseum.org/).